

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:

Media & Entertainment Skills Council

E-mail:

info@mescindia.org



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Introduction

Qualifications Pack-Traffic Coordinator (Media Org.)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Radio

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/ Q 0205

ALIGNED TO: NCO 2015- 2431.0671

Traffic Coordinator (Media Organization) in the Media & Entertainment Industry manages advertising inventory

Brief Job Description: Individuals at this job are responsible for managing and scheduling advertisement inventory

Personal Attributes: This job requires the individual to manage inventory and schedule advertisements for a broadcasting company. The individual needs to be well versed with the daily programme schedules and must be able to coordinate with the programming teams, as well as the agencies, to receive information on the duration of programmes/advertisements to prepare playout schedules and make adjustments in the event of any changes.

Qualifications Pack For Traffic Coordinator (Media Organization)

Job Details

Qualifications Pack Code	MES/ Q 0205		
Job Role	Traffic Coordinator (Media Organization) This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	20/03/18
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/03/20
NSQC Clearance on	28/09/2015		

Job Role	Traffic Coordinator (Media Organization)
Role Description	Manage and schedule advertisement inventory
NSQF level	4
Minimum Educational Qualifications	Class XII
Maximum Educational Qualifications	Graduate
Training (Suggested but not mandatory)	Advertisement Trafficking
Minimum Job Entry Age	18 years
Experience	1-3 years
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 0207 (Schedule advertisements) MES / N 0212 (Track Inventory) MES / N 0216 (Prepare MIS reports) MES / N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Qualifications Pack For Traffic Coordinator (Media Organization)

Definitions	Keywords /Terms	Description
	Ad views	Total number of times the advertisement has been seen by the audience
	Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
	Billing	The total invoiced value payable by the client for the advertisement time/space purchased
	Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
	Campaign	Advertisement effort across media platforms, planned during a specific time period
	Day parts	Specific time-slots during the day
	Effective rate	The final advertisement rate offered to the client after discounts
	Frequency	The number of times the audience is exposed to an advertisement in a particular medium
	Make-good	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
	Market share	The share of the company in the total market of a product/service
	Media buyer	An individual handling purchases of advertising space/time across advertising mediums
	Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
	Rate	The fee for a unit of advertisement space or time
	Reach	The total size of the audience that the medium is able to communicate with
	Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
	Schedule	A list of advertisements planned to be a part of the campaign
	Sponsorship	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
	Target Audience	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
	Target Market	The geographic area over which the advertising campaign is focused
	Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
	Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
	Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
	Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
	Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.

Qualifications Pack For Traffic Coordinator (Media Organization)

Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.

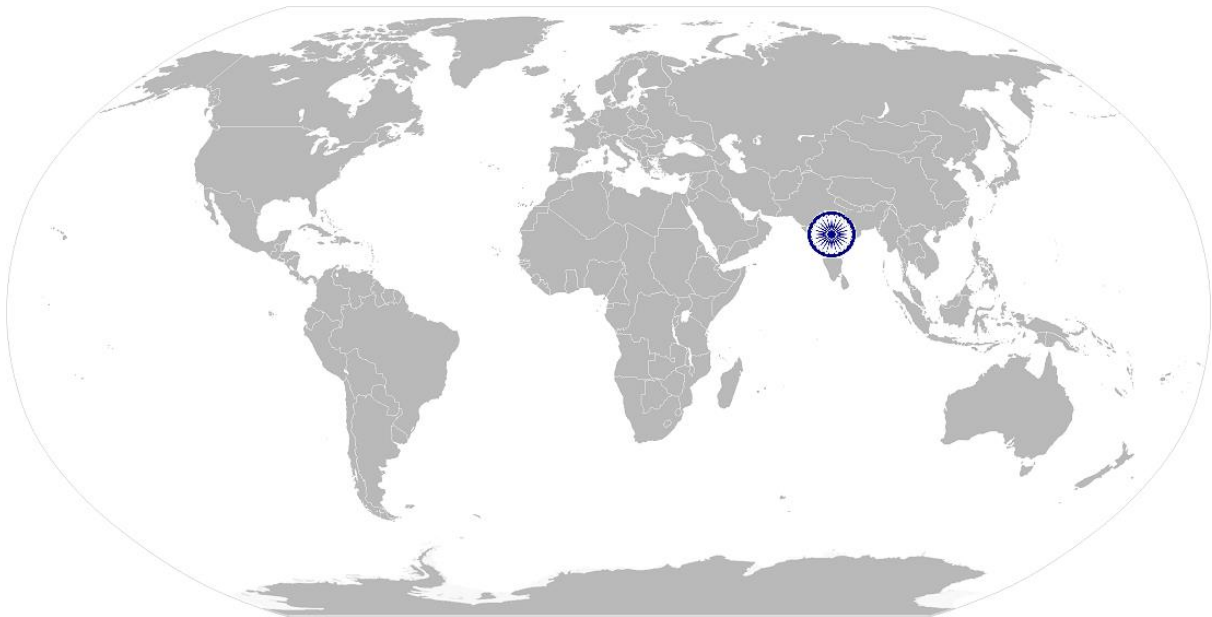
Acronyms

Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework



Qualifications Pack For Traffic Coordinator (Media Organization)

National Occupational Standard



Overview

This unit is about scheduling and managing the advertisement inventory

MES/ N 0207

Scheduling advertisements

National Occupational Standard

Unit Code	MES/ N 0207
Unit Title (Task)	Schedule advertisements
Description	This OS unit is about scheduling and managing the advertisement inventory
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Advertisement scheduling/ re-scheduling • Coordination with the agency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Advertisement scheduling/ re-scheduling	PC1. Schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs PC2. Check all necessary information with the clients PC3. Make changes to the logs, to accommodate requests/changes by the content production teams/ agency
Coordination with the agency	PC4. Understand instructions and exceptions from the agency/ through sales contracts PC5. Ensure that agency's requirements are passed on promptly to those responsible for fulfilling them PC6. Where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The total advertisement inventory available with the organization KA2. The sales process being followed by the organization and the key activities involved with respect to the individual's role KA3. The people to liaise with to approve and finalize advertisement schedules
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. The principles of broadcast traffic operations KB2. The fundamentals of broadcast technical operations KB3. The features/workings of scheduling software and how to use it effectively KB4. How to monitor available inventory at all times KB5. How to calculate the exact time available for paid and promotional ads KB6. How to schedule advertisements keeping in mind exceptions and special requests made by the agency KB7. How to re-schedule advertisements upon changes in content duration and scheduling made by the content production teams KB8. How to check the format and quality of advertisements and ensure they are fit for airing KB9. Applicable legal and regulatory requirements – including broadcasting rules and regulations

MES/ N 0207

Scheduling advertisements

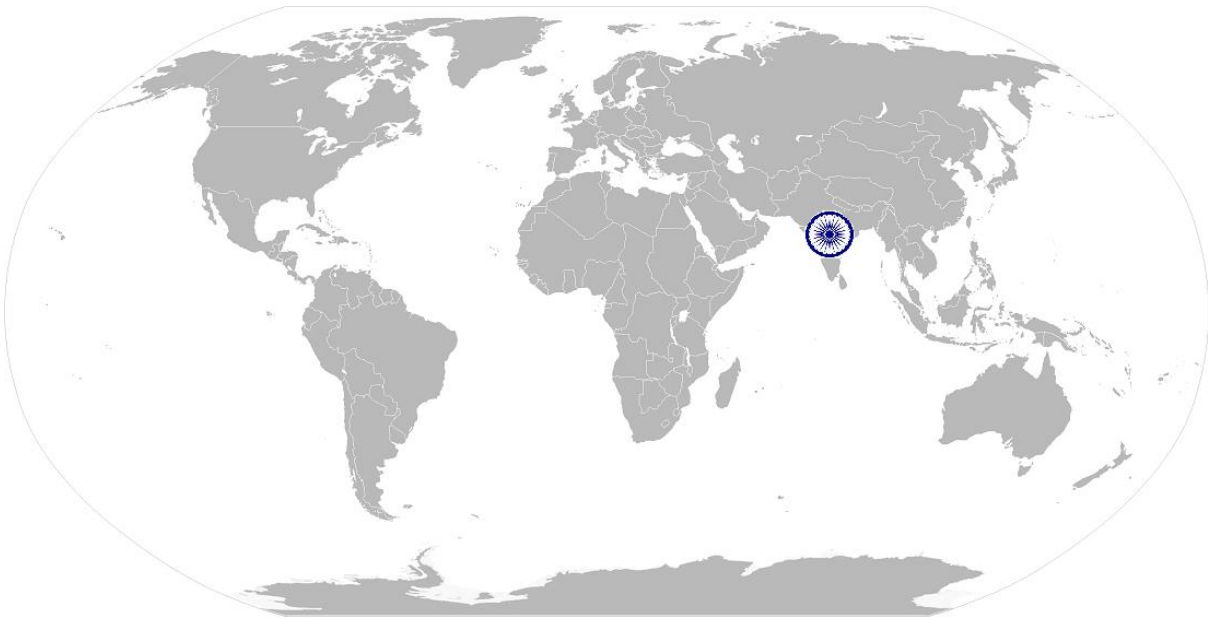
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare daily traffic logs and generate MIS reports as per the needs of the relevant parties (such as sales team members and station Head)
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read programmer schedules and determine the time available for scheduling paid and promotional advertisements SA3. Read release orders to determine the number and duration of inventory that needs to be scheduled SA4. Read and verify daily playout logs to ensure accuracy in invoicing and collections
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Coordinate with agencies/ customers to clarify requirements (such as timing and duration) and communicate constraints, if any SA6. Coordinate with the programming team to receive information on the source and duration of various programs SA7. Coordinate with centers for TOs, ROs, ad rate queries and booking rates SA8. Liaise with the sales operations team to ensure that information pertaining to playout of advertisements is reflected in accurate billing and invoicing
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Schedule inventory on the basis of time available between planned programs SB2. Re-schedule paid and promotional advertisements upon changes in the program schedules
B. Professional Skills	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Identify technical problems associated with the successful working of the scheduling software, and ensure that it is resolved by the relevant teams
	Decision Making
	The user/individual on the job needs to know and understand how to: SB4. Understand and able to make decisions involved in selecting media and scheduling advertisements.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Analyse the strengths and weaknesses of all media options available
	Critical Thinking
The user/individual on the job needs to know and understand: SB6. Whether scheduled ads reaches target audience or not.	
	Customer Centricity
	The user/individual on the job needs to know and understand: SB7. How to schedule the advertisements so that they meet all the artistic or communication aims of the project/product

MES/ N 0207

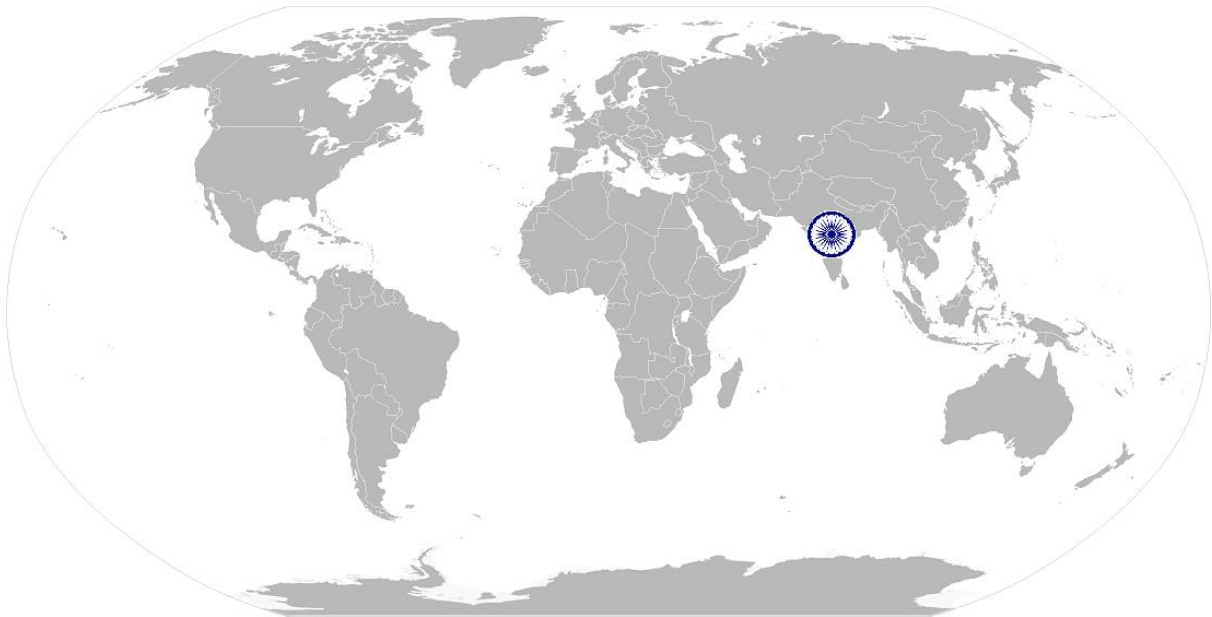
Scheduling advertisements

NOS Version Control

NOS Code	MES / N 0207		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	20/03/18
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about tracking advertising inventory and maintaining accurate records for the same

MES/ N 0212

Tracking Inventory

National Occupational Standard

Unit Code	MES/ N 0212
Unit Title (Task)	Track inventory
Description	This OS unit is about tracking advertising inventory and maintaining accurate records for the same
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Inventory management • Quality/ technical checks on advertisements
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Inventory management	To be competent, the user/ individual must be able to: <ul style="list-style-type: none"> PC1. Run the reconciliation for the previous day's log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements PC2. Fully and accurately complete the documents, contracts, and records required by the organization relating to the sale PC3. Keep agencies and clients informed of progress at regular intervals
Quality/technical checks on advertisements	<ul style="list-style-type: none"> PC4. Perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout PC5. Identify future opportunities with agencies and clients for advertisements
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The total advertisement inventory available with the organization KA2. The sales process being followed by the organization and the key activities involved with respect to the individual's role KA3. The people to liaise with to approve and finalize advertisement schedules
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. The principles of broadcast traffic operations KB2. The fundamentals of broadcast technical operations KB3. The features and workings of the scheduling software and how to use it effectively KB4. How to monitor available inventory at all times KB5. How to calculate the exact time available for paid and promotional advertisements KB6. How to schedule advertisements keeping in mind exceptions and special requests made by the agency KB7. How to re-schedule advertisements upon changes in content duration and scheduling made by the content production teams KB8. How to check the format and quality of advertisements and ensure they are fit for airing

MES/ N 0212

Tracking Inventory

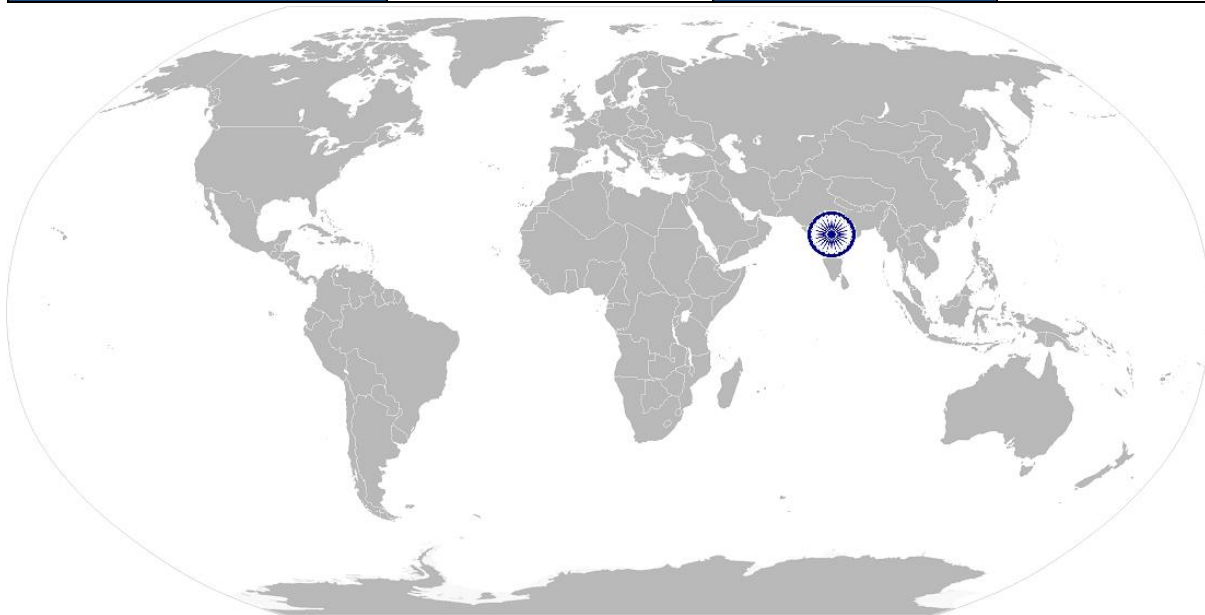
	KB9. Applicable legal and regulatory requirements – including broadcasting rules and regulations
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare daily traffic logs and generate MIS reports as per the needs of the relevant parties (such as sales team members and station Head)
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read program schedules and determine the time available for scheduling paid and promotional advertisements SA3. Read release orders to determine the number and duration of inventory that needs to be scheduled SA4. Read and verify daily playout logs to ensure accuracy in invoicing and collections
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Coordinate with agencies/ customers to clarify requirements (such as timing and duration) and communicate constraints, if any SA6. Coordinate with the programming team to receive information on the source and duration of various programs SA7. Coordinate with centers for TOs, ROS, ad rate queries and booking rates SA8. Liaise with the sales operations team to ensure that information pertaining to playout of advertisements is reflected in accurate billing and invoicing
	B. Professional Skills
	Plan and Organize
The user/individual on the job needs to know and understand how to: SB1. Schedule inventory on the basis of time available between planned programs SB2. Re-schedule paid and promotional advertisements upon changes in the program schedules	
Problem Solving	
The user/individual on the job needs to know and understand how to: SB3. Identify technical problems associated with the successful working of the scheduling software, and ensure that it is resolved by the relevant teams	
Decision making	
The user/individual on the job needs to know and understand how to: SB4. Make relevant decisions related to program schedules if any slot/schedule is available	
Analytical Thinking	
The user/individual on the job needs to know and understand how to SB5. undertake analytical activities to Identify trends/common causes for errors and suggest possible solutions to management.	
Critical Thinking	
The user/individual on the job needs to know and understand how to SB6. improve work processes for greater productivity	
Customer Centricity	
N.A	

MES/ N 0212

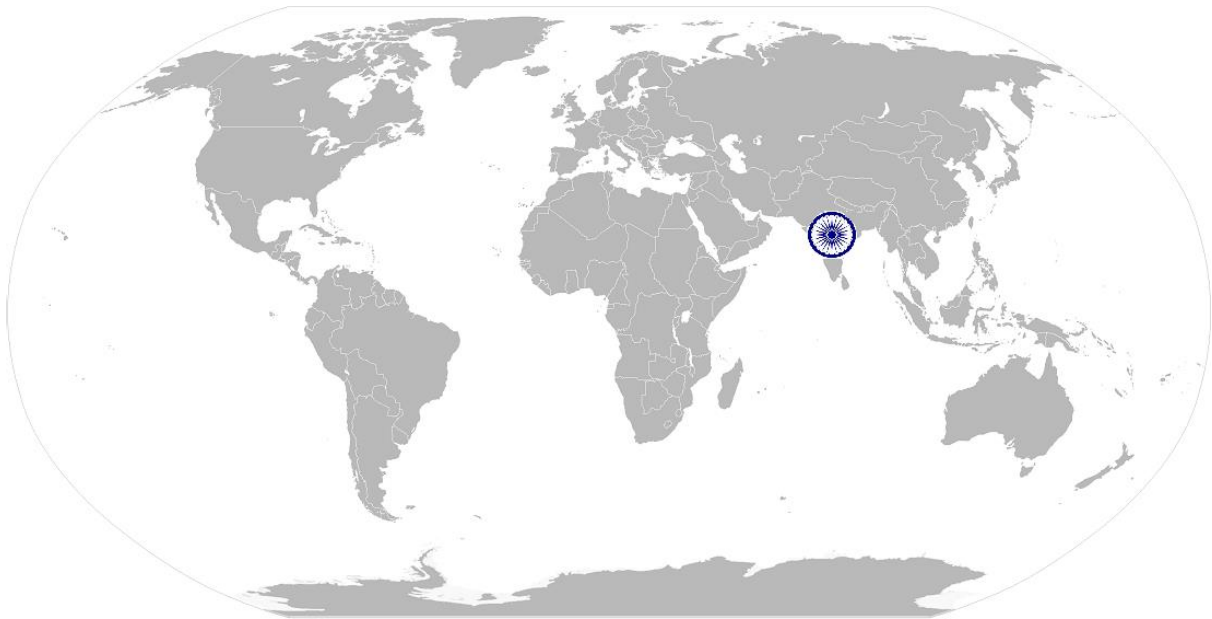
Tracking Inventory

NOS Version Control

NOS Code	MES / N 0212		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	20/03/18
Occupation	Ad Sales / Account Management / Scheduling / Traffic	Next review date	20/03/20



National Occupational Standard



Overview

This unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role

MES/ N 0216

Prepare MIS reports

National Occupational Standard

Unit Code	MES/ N 0216
Unit Title (Task)	Prepare MIS reports
Description	This OS unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role
Scope	This unit/task covers: <ul style="list-style-type: none"> Using data from functional systems and processes to draw insights for reporting Preparing MIS reports
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Using data from systems and processes to draw insights for reporting	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Gather raw data from the various advertising systems used by the individual PC2. Interpret information by performing different analyses and draw suitable insights PC3. Present information in an easy to understand format, that is acceptable to the organisation PC4. Refresh information with latest data from time to time
Preparing MIS reports	<ul style="list-style-type: none"> PC5. Understand the different types of reports expected by the management/ other internal functions PC6. Prepare and present information in the defined format to meet requirements PC7. Respond positively to feedback and changes in requirements PC8. Continuously review the reports to identify key trends and other variances
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Organizational norms and policies relating to advertising KA2. Organizational policies for constructing MIS reports, including the reports' format, readability, guidelines, the imperatives it must incorporate and the terms and conditions for serving different clients
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. Forecasts, objectives, targets and key performance indicators for the activities that are undertaken KB2. The problems and issues which may impact upon the achievement of objectives, targets and key performance indicators KB3. The information needed to be able to carry out analyses KB4. How to realise the expected output from the MIS reports through the information available KB5. How to interpret the information and draw suitable insights KB6. How to analyse information in different ways

MES/ N 0216

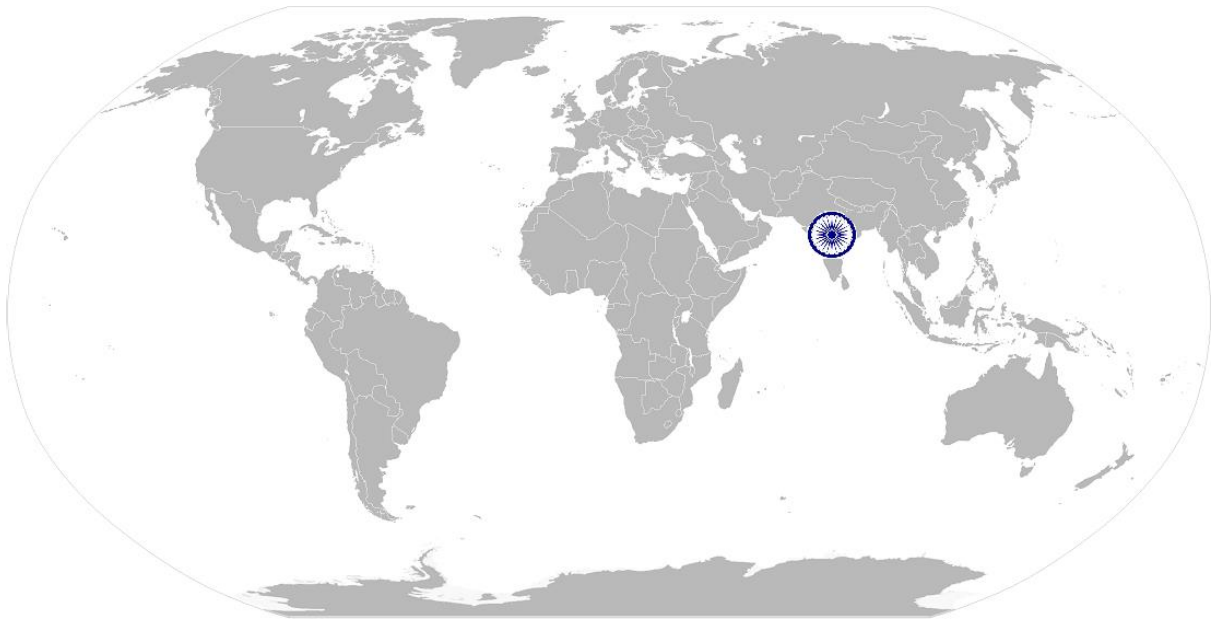
Prepare MIS reports

Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Organize and store documentation SA2. Access information available through internal processes/ systems to draw insights SA3. Create and maintain advertising activity related databases
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. Read and understand instructions, policies, procedures and norms regarding MIS reportage
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Liaise with relevant departments to understand reporting requirements
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Organise and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked SB2. able to organize information efficiently and effectively.
	Decision making
	The user/individual on the job needs to know and understand how to: SB3. make decisions for smooth & successful operation of businesses based on these reports
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB4. use these reports for analyzing different aspects of business
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. prepare MIS reports to support decision making/analysing the trend eg., market/product/competitor etc.,
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB6. make better plans and carefully organize business operations depending on these reports	
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB7. share relevant information through MIS	



MES/ N 0216

Prepare MIS reports

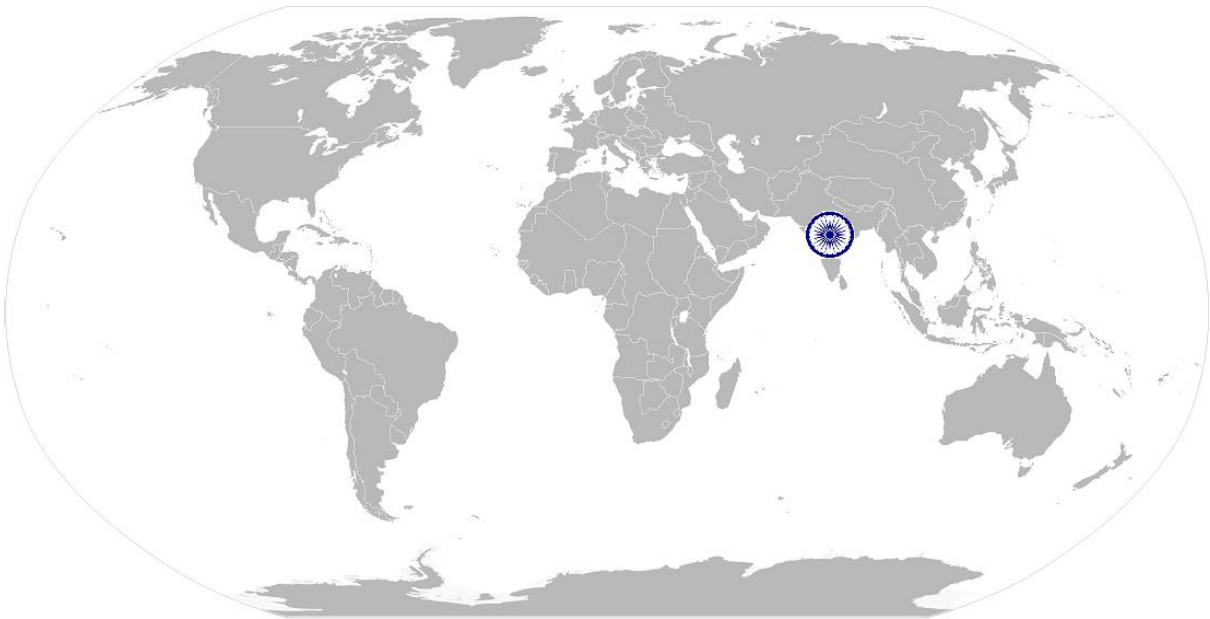


MES/ N 0216

Prepare MIS reports

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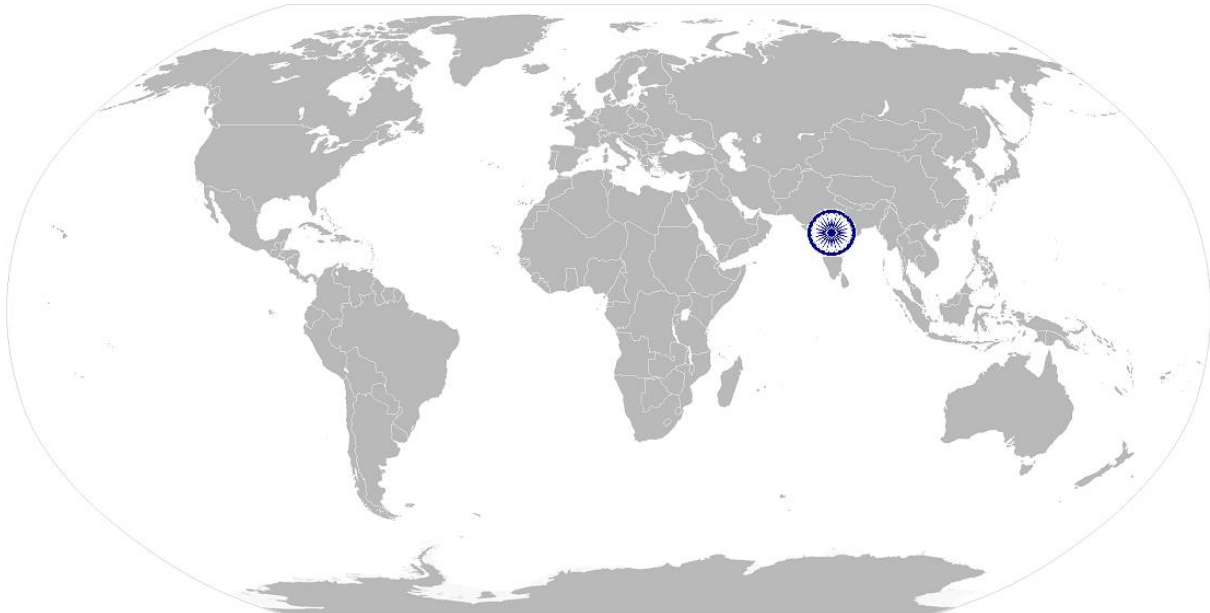
NOS Code	MES / N 0216		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	20/03/18
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/03/20



MES/ N 0104

Maintain workplace health and safety

National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/ N 0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/ N 0104
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding the health, safety and security risks prevalent in the workplace Knowing the people responsible for health and safety and the resources available Identifying and reporting risks Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organization's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p>

MES/ N 0104

Maintain workplace health and safety

processes)	KA4. The importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipment, systems and/or machines</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
B. Professional Skills	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgments in different situations</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges and customers</p> <p>Analytical Thinking</p>

MES/ N 0104

Maintain workplace health and safety

	The user/individual on the job needs to know and understand how to: SB7. analyze data and activities
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NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
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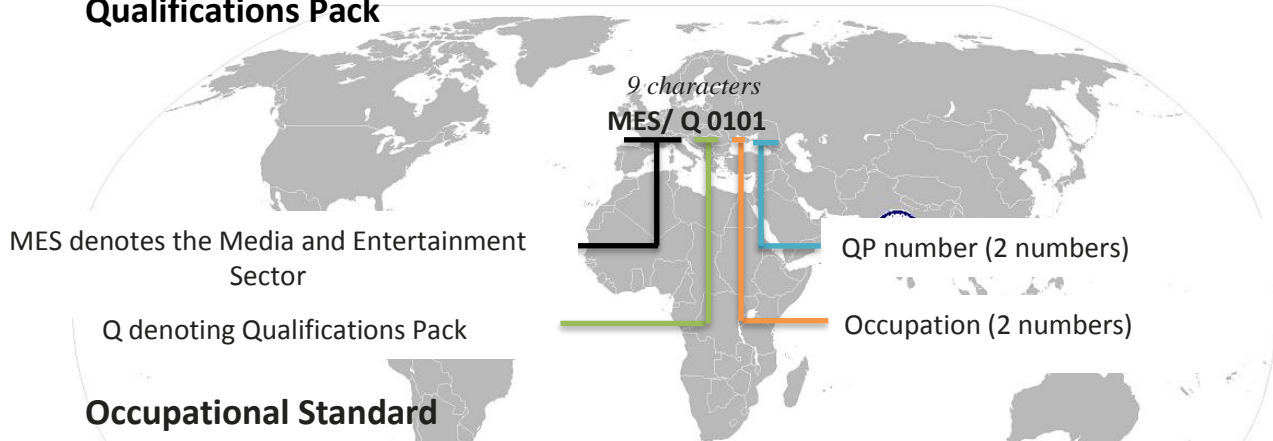
NOS Version Control



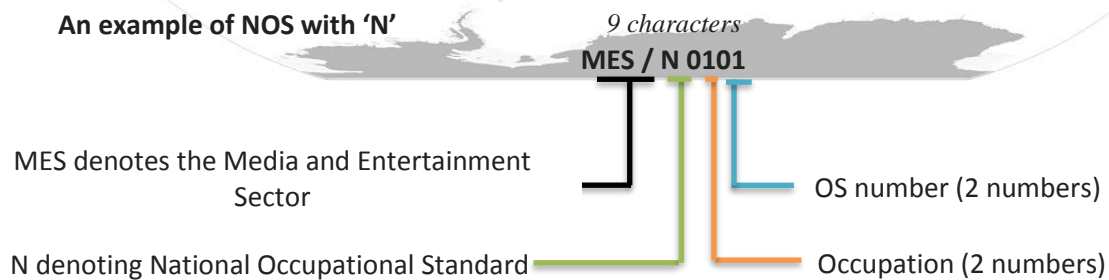
Annexure

Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

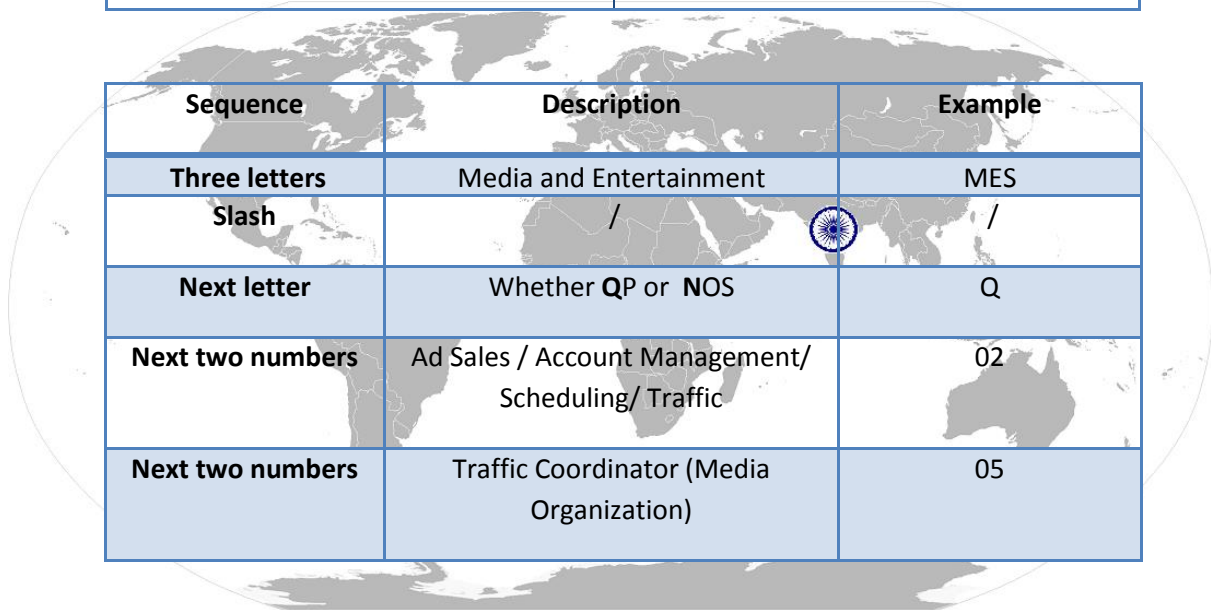


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Qualifications Pack For Traffic Coordinator (Media Organization)

The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
...	...



Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Traffic Coordinator (Media Organization)	05

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Assessment Criteria for Traffic Coordinator (Media Organization)

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Traffic Coordinator (Media Organization)

Qualification Pack: MES Q 0205

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES / N 0207	Schedule advertisements	30%
2	MES / N 0212	Track Inventory	30%
3	MES / N 0216	Prepare MIS reports	30%
4	MES / N 0104	Maintain workplace health and safety	10%
			100%

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

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Assessment Criteria for Traffic Coordinator (Media Organization)

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 0207 (Schedule advertisements)	PC1.Schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs	100	20	10	50
	PC2.Check all necessary information with the clients		10	5	
	PC3.Make changes to the logs, to accommodate requests/changes by the content production teams/ agency		20	10	
	PC4.Understand instructions and exceptions from the agency/ through sales contracts		15	5	
	PC5.Ensure that agency's requirements are passed on promptly to those responsible for fulfilling them		20	10	
	PC6.Where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization		15	10	
	Total	100	50	50	
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	Skills Practical
MES/ N 0212 (Track inventory)	PC1.Run the reconciliation for the previous day's log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements	100	20	10	50
	PC2.Fully and accurately complete the documents, contracts, and records required by the organization relating to the sale		20	10	
	PC3.Keep agencies and clients informed of progress at regular intervals		20	10	
	PC4.Perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout		20	10	
	PC5.Identify future opportunities with agencies and clients for advertisements		20	10	
			Total	100	
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	Skills Practical
MES/ N 0216 (Prepare MIS reports)	PC1.Gather raw data from the various advertising systems used by the individual	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	5	

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Assessment Criteria for Traffic Coordinator (Media Organization)

	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	5	
	PC6.Prepare and present information in the defined format to meet requirements		15	10	
	PC7.Respond positively to feedback and changes in requirements		10	5	
	PC8.Continuously review the reports to identify key trends and other variances		15	5	
		Total	100	50	50
Assessment outcomes	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/ N 0104 (Maintain workplace health and safety Description)	PC1. Understand and comply with the organisation’s current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual’s authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization’s emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity		5	2	

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Assessment Criteria for Traffic Coordinator (Media Organization)

	safely and within the limits of individual's authority				
		Total	100	50	50

