

Qualification Pack



Celebrity PR Manager

QP Code: MES/Q0211

Version: 1.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,
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Qualification Pack

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MES/Q0211: Celebrity PR Manager

Brief Job Description

A celebrity manager represents high-profile individuals, assisting them in promoting their work and furthering their careers. They also look after the schedules and contracts of celebrities. The celebrity is usually interested in doing something that promotes his or her own brand, and the brand has an agenda of their own. The PR is there to navigate all these interests -to get positive exposure for the client, keep the celebrity engaged, focus on the message, and keep the media balanced.

Personal Attributes

Celebrity PR manager needs to possess skills to provide all actionable activities to assist the celebrity, branding and promotion, scheduling of activity, by way of specifying a concept, detailing it Celebrity PR manager is liable to increase business brand and manages business of celebrity.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0104: Maintain Workplace Health & Safety](#)
2. [MES/N0228: Develop a marketing communications plan](#)
3. [MES/N0229: Coordinate all public relations activities](#)
4. [MES/N0230: Monitor, analyze and communicate PR results on a quarterly basis](#)
5. [MES/N0231: Schedule meetings and block dates for debate, shooting, events, and interviews etc.](#)
6. [MES/N0232: Celebrity endorsement and branding](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Media and Entertainment, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic, Marketing/Advertising Sales/Traffic, Production
Country	India
NSQF Level	5



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Credits	28
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1222.0100
Minimum Educational Qualification & Experience	B.A. (in Public Relations) with 1 Year of experience OR Graduate with 2 Years of experience OR 12th Class with 5 Years of experience
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	NA
Next Review Date	31/03/2027
NSQC Approval Date	31/03/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/05702
NQR Version	1.0

Remarks:

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MES/N0104: Maintain Workplace Health & Safety

Description

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

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- 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
- PC4.** participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



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GS22. Apply balanced judgments in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

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MES/N0228: Develop a marketing communications plan

Description

This OS unit is about ways to represent high-profile individuals, interact and negotiate with agencies, publicists, and other professionals, develop a marketing and promotion strategy for the celebrity and assess and negotiate employment contracts

Scope

The scope covers the following :

- Create plan for marketing and communication
- Discuss and demonstrate the work of a celebrity PR Manager

Elements and Performance Criteria

Understand the work of a celebrity PR Manager

To be competent, the user/individual on the job must be able to:

- PC1.** Analyse the job as celebrity PR Manager
- PC2.** Represents high-profile individuals
- PC3.** Demonstrate the personality of celebrity
- PC4.** Explain the work profile of aligned celebrity

Develop a marketing communication plan as Celebrity PR Manager

To be competent, the user/individual on the job must be able to:

- PC5.** Create plan for marketing and communication
- PC6.** Plan and organize work to meet expected outcomes
- PC7.** Interacts and negotiates with agencies, publicists, and other professionals.
- PC8.** Use the celebrity's social media profiles to make posts
- PC9.** Developing a marketing and promotion strategy for the celebrity

Execute a marketing promotion strategy for the celebrity

To be competent, the user/individual on the job must be able to:

- PC10.** Meeting with persons or groups to explore a celebrity's involvement in a project
- PC11.** Assessing and negotiating employment contracts
- PC12.** Keeping current with industry developments
- PC13.** Research about social competitive landscape

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** social competitive landscape
- KU2.** ways to represent high-profile individuals

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- KU3.** the personality of celebrity
- KU4.** how to interact and negotiate with agencies, publicists, and other professionals
- KU5.** how to use the celebrity's social media profiles to make posts
- KU6.** marketing and promotion strategy for the celebrity
- KU7.** ways to assess and negotiate employment contracts
- KU8.** ways to coordinate for public relations tools and activities
- KU9.** Create content for press releases, byline articles and keynote presentations
- KU10.** importance of treating confidential information as per the guidance of celebrity / organization
- KU11.** ways to manage media inquiries and interview requests
- KU12.** how to carryout guest receptive activities
- KU13.** use various techniques to create and stimulate interest in a person, product, organization or cause
- KU14.** how to overlook and monitor the assignments of Advertisement and other aligned business
- KU15.** ways to Implement, analyze, and optimize organic and paid search engine marketing activities
- KU16.** marketing communications plan including strategy, goals, budget etc.
- KU17.** importance and ways of networking with companies and clients
- KU18.** oversee the celebrity's finances and taxes
- KU19.** ways to book tours, travel, promotional appearances and events
- KU20.** how to conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- KU21.** ways to Collect the fees and payments owed to the celebrity
- KU22.** provide guidance on financial and career decisions to celebrity
- KU23.** ways to ensure that the celebrity's brand and image are safeguarded
- KU24.** practice safe working practices for own job role
- KU25.** security signals and other safety and emergency signals

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use computer design techniques to create celebrity's social media profiles to make posts
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read and assess and negotiate employment contracts
- GS6.** 24X7 availability.
- GS7.** understand the brief from the financier and any constraints/ limitations that affect celebrity financially, personally and socially (e.g. time, people, materials, budget)



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- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the celebrity schedule effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** be attentive on mail for communication exchange
- GS13.** high degree of maturity, commitment, and patience
- GS14.** Strong management and PR skills.
- GS15.** book tours, travel, promotional appearances and events
- GS16.** Ability to solve problems and work around delays
- GS17.** Strong people skills as well as decision-making abilities.
- GS18.** Good sense and understanding of the business

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understand the work of a celebrity PR Manager</i>	11	67	-	-
PC1. Analyse the job as celebrity PR Manager	3	-	-	-
PC2. Represents high-profile individuals	3	-	-	-
PC3. Demonstrate the personality of celebrity	3	-	-	-
PC4. Explain the work profile of aligned celebrity	2	-	-	-
<i>Develop a marketing communication plan as Celebrity PR Manager</i>	10	-	-	-
PC5. Create plan for marketing and communication	2	-	-	-
PC6. Plan and organize work to meet expected outcomes	2	-	-	-
PC7. Interacts and negotiates with agencies, publicists, and other professionals.	2	-	-	-
PC8. Use the celebrity's social media profiles to make posts	2	-	-	-
PC9. Developing a marketing and promotion strategy for the celebrity	2	-	-	-
<i>Execute a marketing promotion strategy for the celebrity</i>	12	-	-	-
PC10. Meeting with persons or groups to explore a celebrity's involvement in a project	3	-	-	-
PC11. Assessing and negotiating employment contracts	3	-	-	-
PC12. Keeping current with industry developments	3	-	-	-
PC13. Research about social competitive landscape	3	-	-	-
NOS Total	33	67	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0228
NOS Name	Develop a marketing communications plan
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	6
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

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MES/N0229: Coordinate all public relations activities

Description

This OS unit is about public relations tools and activities to create and maintain a positive public image for respective celebrity / organization

Scope

The scope covers the following :

- Demonstrate ways to coordinate for all the PR activities
- Show how to use various techniques to create and stimulate interest in a person, product, organization or cause

Elements and Performance Criteria

Coordinate for all the PR activities

To be competent, the user/individual on the job must be able to:

- PC1.** Coordinate for public relations tools and activities
- PC2.** Create and maintaining a positive public image for respective celebrity / organization
- PC3.** Create content for press releases, byline articles and keynote presentations
- PC4.** Manage media inquiries and interview requests

Use various techniques to create and stimulate interest in a person, product, organization or cause

To be competent, the user/individual on the job must be able to:

- PC5.** treat confidential information as per the guidance of celebrity / organisation
- PC6.** prepare position papers on issue of importance
- PC7.** carryout guest receptive activities
- PC8.** develop strategic communication and media relations
- PC9.** carryout celebrity marketing campaigns
- PC10.** use techniques such as events, promos, ads and stunts to create and stimulate interest in a person, product, organization or cause
- PC11.** using techniques such as events, promos, ads and stunts to create and stimulate interest in a person, product, organization or cause

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** social competitive landscape
- KU2.** ways to represent high-profile individuals
- KU3.** the personality of celebrity
- KU4.** how to interact and negotiate with agencies, publicists, and other professionals
- KU5.** how to use the celebrity's social media profiles to make posts

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- KU6.** marketing and promotion strategy for the celebrity
- KU7.** ways to assess and negotiate employment contracts
- KU8.** ways to coordinate for public relations tools and activities
- KU9.** Create content for press releases, byline articles and keynote presentations
- KU10.** importance of treating confidential information as per the guidance of celebrity / organization
- KU11.** ways to manage media inquiries and interview requests
- KU12.** how to carryout guest receptive activities
- KU13.** use various techniques to create and stimulate interest in a person, product, organization or cause
- KU14.** how to overlook and monitor the assignments of Advertisement and other aligned business
- KU15.** ways to Implement, analyze, and optimize organic and paid search engine marketing activities
- KU16.** marketing communications plan including strategy, goals, budget etc.
- KU17.** importance and ways of networking with companies and clients
- KU18.** oversee the celebrity's finances and taxes
- KU19.** ways to book tours, travel, promotional appearances and events
- KU20.** how to conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- KU21.** ways to Collect the fees and payments owed to the celebrity
- KU22.** provide guidance on financial and career decisions to celebrity
- KU23.** ways to ensure that the celebrity's brand and image are safeguarded
- KU24.** practice safe working practices for own job role
- KU25.** security signals and other safety and emergency signals

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use computer design techniques to create celebrity's social media profiles to make posts
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read and assess and negotiate employment contracts
- GS6.** 24X7 availability.
- GS7.** understand the brief from the financier and any constraints/ limitations that affect celebrity financially, personally and socially (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors



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- GS10.** how to prepare a work schedule/ sequence of activities to help plan the celebrity schedule effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** be attentive on mail for communication exchange
- GS13.** high degree of maturity, commitment, and patience
- GS14.** Strong management and PR skills.
- GS15.** book tours, travel, promotional appearances and events
- GS16.** Ability to solve problems and work around delays
- GS17.** Strong people skills as well as decision-making abilities.
- GS18.** Good sense and understanding of the business

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Coordinate for all the PR activities</i>	12	70	-	-
PC1. Coordinate for public relations tools and activities	3	-	-	-
PC2. Create and maintaining a positive public image for respective celebrity / organization	3	-	-	-
PC3. Create content for press releases, byline articles and keynote presentations	3	-	-	-
PC4. Manage media inquiries and interview requests	3	-	-	-
<i>Use various techniques to create and stimulate interest in a person, product, organization or cause</i>	18	-	-	-
PC5. treat confidential information as per the guidance of celebrity / organisation	3	-	-	-
PC6. prepare position papers on issue of importance	3	-	-	-
PC7. carryout guest receptive activities	3	-	-	-
PC8. develop strategic communication and media relations	2	-	-	-
PC9. carryout celebrity marketing campaigns	2	-	-	-
PC10. use techniques such as events, promos, ads and stunts to create and stimulate interest in a person, product, organization or cause	2	-	-	-
PC11. using techniques such as events, promos, ads and stunts to create and stimulate interest in a person, product, organization or cause	3	-	-	-
NOS Total	30	70	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0229
NOS Name	Coordinate all public relations activities
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	5
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

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MES/N0230: Monitor, analyze and communicate PR results on a quarterly basis

Description

This OS unit is about ways to Implement, analyze, and optimize organic and paid search engine marketing activities and analysing the effect of PR communication on a regular basis

Scope

The scope covers the following :

- Demonstrate ways to monitor and analyze PR results
- Develop a marketing communications plan including strategy, goals, budget etc

Elements and Performance Criteria

Monitor and analyze PR results

To be competent, the user/individual on the job must be able to:

- PC1.** analyse the effect of PR communication regularly
- PC2.** implement, analyze, and optimize organic and paid search engine marketing activities
- PC3.** conduct PR relation research
- PC4.** overlook the assignments of advertisement and other aligned business and closely monitor it

implement the marketing and promotion communications plan

To be competent, the user/individual on the job must be able to:

- PC5.** demonstrate marketing and advertising skills that make celebrities unique in their field
- PC6.** do savvy analysis of the media landscape
- PC7.** evaluate and negotiate work contract
- PC8.** perform networking with companies and clients
- PC9.** develop a marketing communications plan including strategy, goals, budget etc
- PC10.** make sure the celebrity maintains their brand and image

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** social competitive landscape
- KU2.** ways to represent high-profile individuals
- KU3.** the personality of celebrity
- KU4.** how to interact and negotiate with agencies, publicists, and other professionals
- KU5.** how to use the celebrity's social media profiles to make posts
- KU6.** marketing and promotion strategy for the celebrity
- KU7.** ways to assess and negotiate employment contracts

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- KU8.** ways to coordinate for public relations tools and activities
- KU9.** Create content for press releases, byline articles and keynote presentations
- KU10.** importance of treating confidential information as per the guidance of celebrity / organization
- KU11.** ways to manage media inquiries and interview requests
- KU12.** how to carryout guest receptive activities
- KU13.** use various techniques to create and stimulate interest in a person, product, organization or cause
- KU14.** how to overlook and monitor the assignments of Advertisement and other aligned business
- KU15.** ways to Implement, analyze, and optimize organic and paid search engine marketing activities
- KU16.** marketing communications plan including strategy, goals, budget etc.
- KU17.** importance and ways of networking with companies and clients
- KU18.** oversee the celebrity's finances and taxes
- KU19.** ways to book tours, travel, promotional appearances and events
- KU20.** how to conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- KU21.** ways to Collect the fees and payments owed to the celebrity
- KU22.** provide guidance on financial and career decisions to celebrity
- KU23.** ways to ensure that the celebrity's brand and image are safeguarded
- KU24.** practice safe working practices for own job role
- KU25.** security signals and other safety and emergency signals

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use computer design techniques to create celebrity's social media profiles to make posts
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read and assess and negotiate employment contracts
- GS6.** 24X7 availability.
- GS7.** understand the brief from the financier and any constraints/ limitations that affect celebrity financially, personally and socially (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the celebrity schedule effectively



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- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** be attentive on mail for communication exchange
- GS13.** high degree of maturity, commitment, and patience
- GS14.** Strong management and PR skills.
- GS15.** book tours, travel, promotional appearances and events
- GS16.** Ability to solve problems and work around delays
- GS17.** Strong people skills as well as decision-making abilities.
- GS18.** Good sense and understanding of the business

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Monitor and analyze PR results</i>	12	70	-	-
PC1. analyse the effect of PR communication regularly	3	-	-	-
PC2. implement, analyze, and optimize organic and paid search engine marketing activities	3	-	-	-
PC3. conduct PR relation research	3	-	-	-
PC4. overlook the assignments of advertisement and other aligned business and closely monitor it	3	-	-	-
<i>implement the marketing and promotion communications plan</i>	18	-	-	-
PC5. demonstrate marketing and advertising skills that make celebrities unique in their field	3	-	-	-
PC6. do savvy analysis of the media landscape	3	-	-	-
PC7. evaluate and negotiate work contract	3	-	-	-
PC8. perform networking with companies and clients	3	-	-	-
PC9. develop a marketing communications plan including strategy, goals, budget etc	3	-	-	-
PC10. make sure the celebrity maintains their brand and image	3	-	-	-
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0230
NOS Name	Monitor, analyze and communicate PR results on a quarterly basis
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	5
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

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MES/N0231: Schedule meetings and block dates for debate, shooting, events, and interviews etc.

Description

This OS unit is about ways to communicate and negotiate with agents, publicists and other professionals on the celebrity's behalf and Respond to interview and other requests from media outlets

Scope

The scope covers the following :

- Demonstrate ways to communicate and negotiate with agents, publicists and other professionals on behalf of the celebrity
- Oversee celebrity's finances and taxes
- Schedule meeting and block dates for various events in which the celebrity needs to participate

Elements and Performance Criteria

Conduct meetings with agents, publicists and other professionals on behalf of the celebrity

To be competent, the user/individual on the job must be able to:

- PC1.** Communicates and negotiates with agents, publicists and other professionals on the celebrity's behalf
- PC2.** Oversees the celebrity's finances and taxes and might also be a certified accountant
- PC3.** Develop media relations strategy, broadcast and online media
- PC4.** Responding to interview and other requests from media outlets

Plan and managing the celebrity's schedule

To be competent, the user/individual on the job must be able to:

- PC5.** Plan and managing the celebrity's schedule
- PC6.** Book tours, travel, promotional appearances and events
- PC7.** Conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- PC8.** Dealing with media requests for interviews and other information
- PC9.** Collecting the fees and payments owed to the celebrity

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** social competitive landscape
- KU2.** ways to represent high-profile individuals
- KU3.** the personality of celebrity
- KU4.** how to interact and negotiate with agencies, publicists, and other professionals
- KU5.** how to use the celebrity's social media profiles to make posts

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- KU6.** marketing and promotion strategy for the celebrity
- KU7.** ways to assess and negotiate employment contracts
- KU8.** ways to coordinate for public relations tools and activities
- KU9.** Create content for press releases, byline articles and keynote presentations
- KU10.** importance of treating confidential information as per the guidance of celebrity / organization
- KU11.** ways to manage media inquiries and interview requests
- KU12.** how to carryout guest receptive activities
- KU13.** use various techniques to create and stimulate interest in a person, product, organization or cause
- KU14.** how to overlook and monitor the assignments of Advertisement and other aligned business
- KU15.** ways to Implement, analyze, and optimize organic and paid search engine marketing activities
- KU16.** marketing communications plan including strategy, goals, budget etc.
- KU17.** importance and ways of networking with companies and clients
- KU18.** oversee the celebrity's finances and taxes
- KU19.** ways to book tours, travel, promotional appearances and events
- KU20.** how to conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- KU21.** ways to Collect the fees and payments owed to the celebrity
- KU22.** provide guidance on financial and career decisions to celebrity
- KU23.** ways to ensure that the celebrity's brand and image are safeguarded
- KU24.** practice safe working practices for own job role
- KU25.** security signals and other safety and emergency signals

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use computer design techniques to create celebrity's social media profiles to make posts
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read and assess and negotiate employment contracts
- GS6.** 24X7 availability.
- GS7.** understand the brief from the financier and any constraints/ limitations that affect celebrity financially, personally and socially (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors



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- GS10.** how to prepare a work schedule/ sequence of activities to help plan the celebrity schedule effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** be attentive on mail for communication exchange
- GS13.** high degree of maturity, commitment, and patience
- GS14.** Strong management and PR skills.
- GS15.** book tours, travel, promotional appearances and events
- GS16.** Ability to solve problems and work around delays
- GS17.** Strong people skills as well as decision-making abilities.
- GS18.** Good sense and understanding of the business

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Conduct meetings with agents, publicists and other professionals on behalf of the celebrity</i>	25	50	-	-
PC1. Communicates and negotiates with agents, publicists and other professionals on the celebrity's behalf	10	-	-	-
PC2. Oversees the celebrity's finances and taxes and might also be a certified accountant	5	-	-	-
PC3. Develop media relations strategy, broadcast and online media	5	-	-	-
PC4. Responding to interview and other requests from media outlets	5	-	-	-
<i>Plan and managing the celebrity's schedule</i>	25	-	-	-
PC5. Plan and managing the celebrity's schedule	5	-	-	-
PC6. Book tours, travel, promotional appearances and events	5	-	-	-
PC7. Conduct meeting with organizations or individuals to discuss a celebrity's participation in a project	5	-	-	-
PC8. Dealing with media requests for interviews and other information	5	-	-	-
PC9. Collecting the fees and payments owed to the celebrity	5	-	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0231
NOS Name	Schedule meetings and block dates for debate, shooting, events, and interviews etc.
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	5
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

Qualification Pack

MES/N0232: Celebrity endorsement and branding

Description

This OS unit is about ways to increase connections with businesses and clients using celebrity's social media profiles to make posts, importance of meeting with persons or groups to explore a celebrity's involvement in a project

Scope

The scope covers the following :

- Develop marketing and promotion strategy for the celebrity
- Conduct social media promotion of celebrity/brand/organization

Elements and Performance Criteria

Build celebrity's brand and image

To be competent, the user/individual on the job must be able to:

- PC1.** use celebrity's social media profiles to make posts
- PC2.** develop marketing and promotion strategy for the celebrity
- PC3.** increase connections with businesses and clients
- PC4.** meet with persons or groups to explore a celebrity's involvement in a project

Support celebrity at Personal, social and professional level

To be competent, the user/individual on the job must be able to:

- PC5.** providing guidance on financial and career decisions
- PC6.** be attentive on mail for communication exchange
- PC7.** conduct social media promotion of celebrity/brand/organisation
- PC8.** handle social media account twitter, facebook etc.
- PC9.** be accessible to their clients at all hours of the day and night, 24 x 7 days a week
- PC10.** assessing and negotiating employment contracts
- PC11.** ensuring that the celebrity's brand and image are safeguarded

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** social competitive landscape
- KU2.** ways to represent high-profile individuals
- KU3.** the personality of celebrity
- KU4.** how to interact and negotiate with agencies, publicists, and other professionals
- KU5.** how to use the celebrity's social media profiles to make posts
- KU6.** marketing and promotion strategy for the celebrity

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- KU7.** ways to assess and negotiate employment contracts
- KU8.** ways to coordinate for public relations tools and activities
- KU9.** Create content for press releases, byline articles and keynote presentations
- KU10.** importance of treating confidential information as per the guidance of celebrity / organization
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- KU20.** how to conduct meeting with organizations or individuals to discuss a celebrity's participation in a project
- KU21.** ways to Collect the fees and payments owed to the celebrity
- KU22.** provide guidance on financial and career decisions to celebrity
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- KU25.** security signals and other safety and emergency signals

Generic Skills (GS)

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- GS5.** correctly read and assess and negotiate employment contracts
- GS6.** 24X7 availability.
- GS7.** understand the brief from the financier and any constraints/ limitations that affect celebrity financially, personally and socially (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors



Qualification Pack

- GS10.** how to prepare a work schedule/ sequence of activities to help plan the celebrity schedule effectively
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- GS16.** Ability to solve problems and work around delays
- GS17.** Strong people skills as well as decision-making abilities.
- GS18.** Good sense and understanding of the business

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Build celebrity's brand and image</i>	20	50	-	-
PC1. use celebrity's social media profiles to make posts	5	-	-	-
PC2. develop marketing and promotion strategy for the celebrity	5	-	-	-
PC3. increase connections with businesses and clients	5	-	-	-
PC4. meet with persons or groups to explore a celebrity's involvement in a project	5	-	-	-
<i>Support celebrity at Personal, social and professional level</i>	30	-	-	-
PC5. providing guidance on financial and career decisions	3	-	-	-
PC6. be attentive on mail for communication exchange	2	-	-	-
PC7. conduct social media promotion of celebrity/brand/organisation	5	-	-	-
PC8. handle social media account twitter, facebook etc.	5	-	-	-
PC9. be accessible to their clients at all hours of the day and night, 24 x 7 days a week	5	-	-	-
PC10. assessing and negotiating employment contracts	5	-	-	-
PC11. ensuring that the celebrity's brand and image are safeguarded	5	-	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0232
NOS Name	Celebrity endorsement and branding
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	5
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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 part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

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7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
MES/N0228.Develop a marketing communications plan	33	67	-	-	100	20
MES/N0229.Coordinate all public relations activities	30	70	-	-	100	20
MES/N0230.Monitor, analyze and communicate PR results on a quarterly basis	30	70	-	-	100	20
MES/N0231.Schedule meetings and block dates for debate, shooting, events, and interviews etc.	50	50	-	-	100	20
MES/N0232.Celebrity endorsement and branding	50	50	-	-	100	10
Total	243	357	-	-	600	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
NOS	National Occupational Standard(s)
NSQF	National Skills Qualification Framework
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business 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.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) 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 (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications 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 a 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 quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation 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 (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
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.
Occupation	Occupation is a set of job roles which performs similar or related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards(OS)	OS specify the standards of performance that an individual must achieve when carrying out a function at 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 while carrying out a task.
National Occupational Standard	NOS are the occupational standards which are applied uniquely in the Indian context.

Qualification Pack

Qualifications Pack (QP)	QP comprises the set of OSs, together with the educational training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Electives	Electives are NOS or a set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS or a set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
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 will be helpful to anyone searching on a database to verify that this is the appropriate OS they have been looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with while carrying out the functions which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs to perform for the required standard.
Organisational Context	Organisational context includes the way the organization is structured and how it operates, including the extent of operative knowledge.
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 the key to learning and working in today's world. These skills are typically needed in all the work environments in today's world. In the context of the OS, these include communication related skills that are applicable to most of the job roles.
Assignment Desk	The department in a news organization that tracks all stories and developments and also allocates news gathering resources to them
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components Copyright Laws A legal framework linked to intellectual property and the rights given to creators of original products/ concepts.

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Copy Desk	The department in a news organization where final copy (text or script) is prepared for publishing and/ or broadcasting Event Particular contest which is part of a program of contests
Script	Script is a structured narrative of a story and/or the spoken words as a narrative that accompanies a programme
Set	The background/ scenery visible through the camera (for video production) or directly to the spectator (for theatrical production)
Target Audience	Group of people at whom content or advertising is aimed. The target audience are typically defined by age, gender, economic classification, geography and any other relevant parameters
Timelines	Timeline is a listing of dates by which the production milestones/stages need to be completed
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries being served by the industry.