

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: mesc@ficci.com



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Introduction

Qualifications Pack- Marketing Head

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising

OCCUPATION: Marketing/Branding and Communications

REFERENCE ID: MES/ Q 2101

ALIGNED TO: NCO-2004/NIL

Marketing Head in the Media & Entertainment Industry is the head of the marketing division at a media company

Brief Job Description: Individuals at this job are responsible for leading the marketing efforts of a media and entertainment company

Personal Attributes: This job requires the individual to understand the business objectives and develop marketing plans, forecasts, targets and budgets. The individual is required to finalise the structure of the marketing team and oversee the functioning of all the aspects of the marketing department. The individual must also prepare the roadmap for the future of the marketing department within the organization.



Job Details

Qualifications Pack Code	MES/ Q 2101		
Job Role	Marketing Head This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17

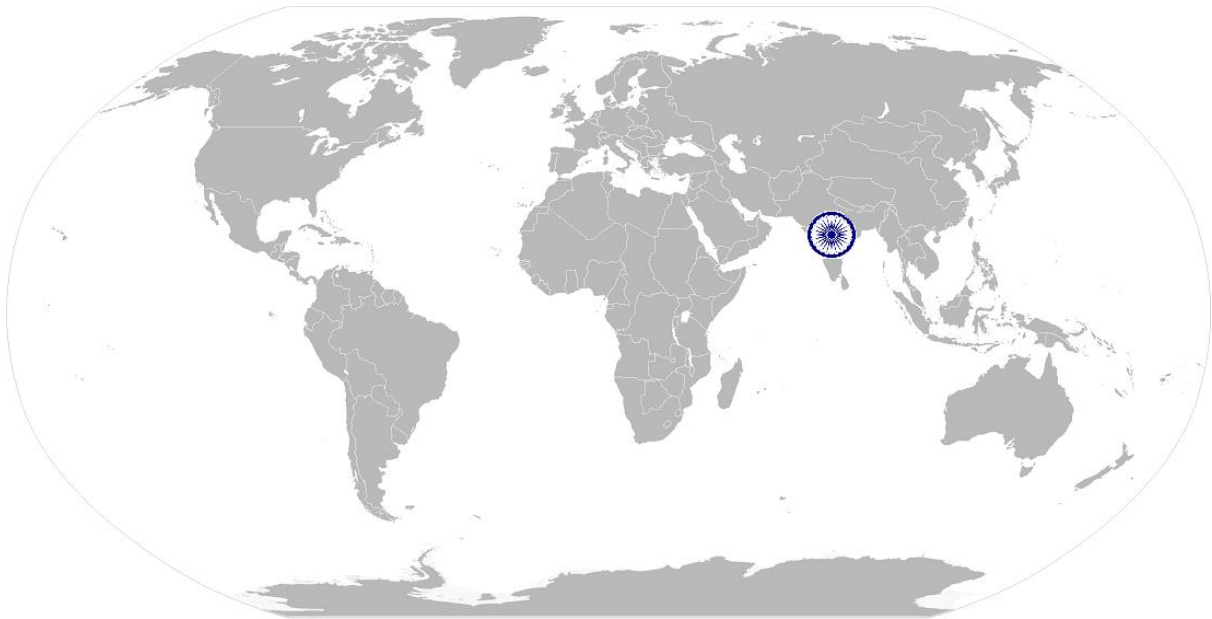
Job Role	Marketing Head
Role Description	Lead marketing efforts at a media and entertainment company
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Sales & Marketing
Training (Suggested but not mandatory)	Customer Relationship Management, Marketing strategy
Minimum Job Entry Age	18 years
Experience	5-7 years
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 2101 (Develop marketing strategy) MES / N 2102 (Select and finalize creative agencies) MES / N 2103 (Prepare and manage the marketing budget) MES / N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
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
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
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
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.
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	NOS are Occupational Standards which apply uniquely in the Indian

Standards (NOS)	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.
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

National Occupational Standard



Overview

This unit is about developing strategies for for marketing, advertising and communication

MES/ N 2101

Develop marketing strategy

National Occupational Standard

Unit Code	MES/ N 2101
Unit Title (Task)	Develop the marketing and advertising strategy
Description	This OS unit is about developing strategies for marketing, advertising and communication
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Understanding business needs to be met through marketing/advertising • Studying consumption habits of the target audience and determining the most effective marketing mix to reach audiences • Defining metrics for monitoring performance
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Understanding business needs to be met through marketing/advertising	To be competent, the user/individual on the job must be able to: PC1. Understand the business and industry completely, using research and experience to know target consumers, their needs and how they can be addressed, which could include assessing factors like: <ul style="list-style-type: none"> • business objectives (e.g. to achieve a certain market share) • business initiatives (e.g. re-branding, show launches etc.) • competitor initiatives • industry and market conditions
Studying consumption habits of the target audience and determining the most effective marketing mix to reach audiences	PC2. Select the most effective channels or platforms to reach target audiences PC3. Allocate budgets to each channel or platform in an appropriate manner PC4. Develop appropriate marketing communications strategy, including the advertising strategy, channel or platform strategy, based on industry research and consumer insights
Defining metrics for monitoring performance	PC5. Set performance targets to measure progress of marketing activities and marketing initiatives and improve performance by adjusting several parameters
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 portfolio of products/services, including any brands, and the relationship between such brands and the umbrella/corporate brand KA2. Key internal and external stakeholders and their needs and requirements KA3. Persons within the organization responsible for budget management and ad-inventory planning and buying
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. The types of marketing channels and platforms and situations in which each is effective KB2. Frameworks to set and monitor performance targets that will track marketing efforts

	<p>KB3. Actual and potential customer base, the needs and expectations of the customer groups to be targeted with reference to the market</p> <p>KB4. The products/services in the market, and the products/services to be promoted</p> <p>KB5. How to use audience research and measurement data to study consumption habits and identify patterns that could be used in decision making</p> <p>KB6. Methods to develop measures and frameworks for monitoring, forecasting and evaluating performance against strategies</p> <p>KB7. The importance of involving colleagues and other stakeholders during strategy development and how to do this effectively</p> <p>KB8. Legal, regulatory and ethical requirements in the industry/sector</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Draft marketing briefs that specify future marketing efforts, aligned to the overall vision/objectives of the company</p> <p>SA2. Document developed strategies, in order to communicate reasoning/benefits of the strategies to stakeholders</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Collect, collate and collaborate on the latest strategy best practices pertaining to the industry/sector</p> <p>SA4. Keep abreast of competitions marketing efforts, as well as the trends going forward in the industry/sector</p> <p>SA5. Be aware of all the aspects of the consumer consumption cycle</p> <p>SA6. Be aware of market opportunities and the potential customer base</p>
	Oral Communication (Listening and Speaking skills)
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Engage key stakeholders to ensure their involvement/agreement of proposed strategic initiatives</p> <p>SA8. If applicable, work with external agencies (advertising agency, public relations firms, digital media agencies, etc.) to determine appropriate marketing communication</p> <p>SA9. Collaborate and communicate effectively with the entire marketing team, propose strategic alternatives, and involve them in the decision making process</p>	

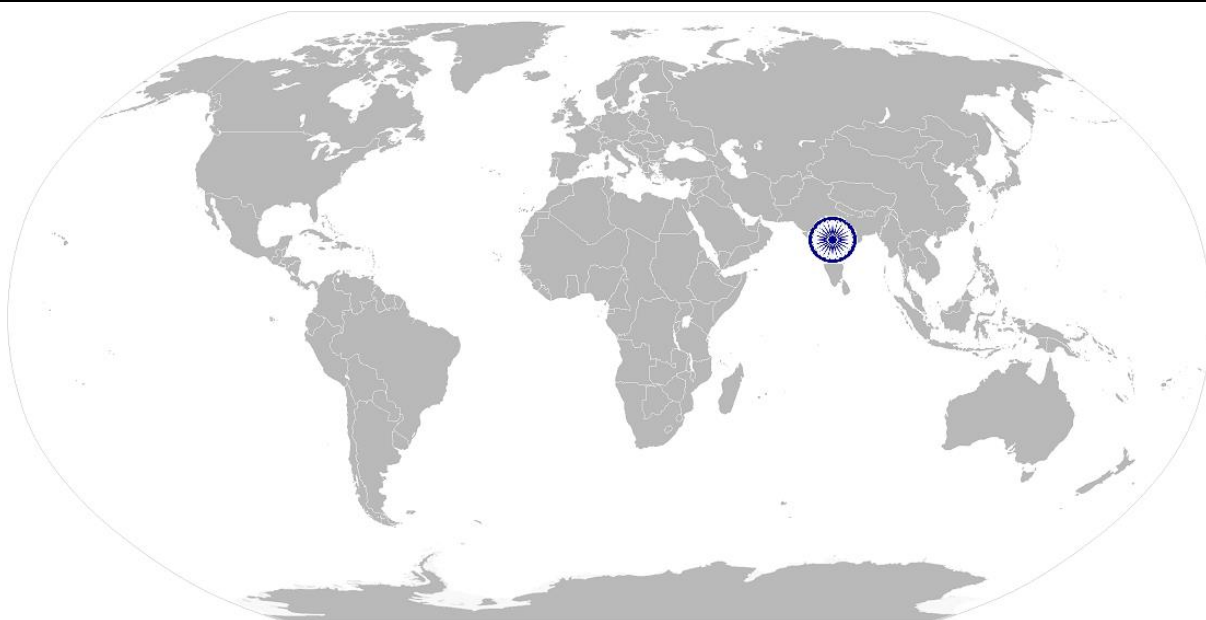
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Understand business needs to be met through marketing/advertising
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Collaborate and communicate effectively with the entire marketing team, propose alternatives, and involve them in the decision making process SB3. Engage key stakeholders to ensure their involvement/agreement of proposed strategic initiatives SB4. Keep track of all marketing initiatives in order to track performance of underlying strategies
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB5. Select the most effective channels or platforms to reach target audiences and the role each will play SB6. Agree on target frequency, including the average number of times audiences are to be exposed to marketing communications messages SB7. Map the market and market developments in which the client works and consumers are situated SB8. Identify actual and potential customer base, the customer groups to be targeted, their needs and expectations with reference to the market, and to the products/services that need to be promoted
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB9. Mitigate any risks/problems that might arise in the implementation of marketing strategies through coordination with colleagues and stakeholders SB10. Identify potential risks in relation to the conceptualization/implementation of marketing strategies SB11. Involve colleagues and other stakeholders during strategy development and how to do this effectively
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB12. Develop measures and methods for monitoring and evaluating performance against strategies SB13. Carry out a cost/benefit analysis to assess each alternative and decide the marketing channel or platform that will best deliver the desired message SB14. Analyze each strategic alternative to determine if they are in line with strategic objectives SB15. Analyze the likelihood of developed strategies meeting identified needs and requirements
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB16. Identify potential risks in relation to the conceptualization/implementation of marketing strategies SB17. Ascertain organization's capabilities, resources and capacity to support a marketing communications plan and to respond to market opportunities	

MES/ N 2101

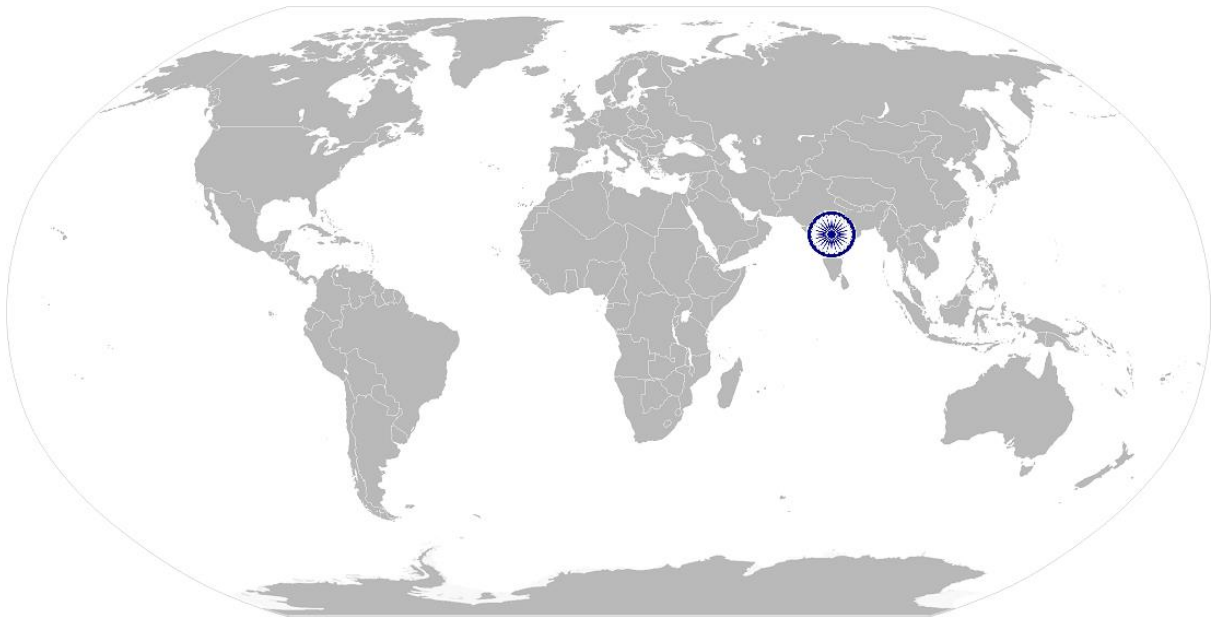
Develop marketing strategy

NOS Version Control

NOS Code	MES / N 2101		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about determining which advertising and/or media agency will best serve the organization's marketing purposes and finalizing a contract with that agency

MES/ N 2102

Select and finalize agencies

Unit Code	MES/ N 2102
Unit Title (Task)	Select and finalize creative agencies
Description	This OS unit is about determining which advertising and/or media agency will best serve the organization's marketing purposes and finalizing a contract with that agency
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding the need for creative agencies Being aware of the various media/advertising agencies that service the industry Selecting and finalizing the agencies
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Understanding the need for creative agencies	To be competent, the user/individual on the job must be able to: PC1. Understand the need for creative agencies in the organization's marketing communications
Being aware of the various media/advertising agencies that service the industry	PC2. Identify and analyze various media and advertising agencies and their relative strengths and weaknesses
Selecting and finalizing the agencies	PC3. Identify and shortlist agencies that align with the organization's marketing communications needs PC4. Communicate the marketing communication requirements of the organization to the agencies PC5. Evaluate the agencies' marketing proposals and determine if they are in line with strategic goals and objectives PC6. Negotiate and finalize a contract with an advertising or media agency to the satisfaction of both parties
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: KA1. Core values of the organization and the brand/product/service KA2. Organizational protocol related to external services procurement KA3. Brands to be marketed/advertised and their relation to the overall corporate brand
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Standard industry practices including the processes and procedures for shortlisting and selecting media agencies (e.g. initial talks, proposal, scoring criteria, selection, negotiation, finalization) KB2. Types of marketing channels and platforms and situations in which each is effective KB3. Advertising and marketing theory, relevant to the aspects for which the agency is being hired

MES/ N 2102

Select and finalize agencies

	<p>KB4. Marketing channels and platforms that can be used to deliver the message</p> <p>KB5. How style, format, and written tone of voice can be used to engage and persuade audiences</p> <p>KB6. The terminology and business terms of standard contracts drafted with media agencies</p> <p>KB7. Standard concessions that can be structured into the contract</p> <p>KB8. Relevant legislation and industry regulations</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Draft documents to brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch</p> <p>SA2. Draft internal documentation to finalize the agency</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Undertake research about advertising and media agencies and identify their relative specializations and weaknesses</p> <p>SA4. Read and evaluate proposals submitted by contacted agencies</p> <p>SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency</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>SA6. Convey overall marketing strategy to advertising and media agencies</p> <p>SA7. Brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch</p> <p>SA8. Correspond and co-ordinate with the media agencies to determine the bidding/pitching process</p> <p>SA9. Liaise with legal advisors to draft contracts with selected media agencies</p> <p>SA10. Negotiate terms and conditions of an advertising/media communications contract with the selected candidate</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Inspect the proposal and identify which components are negotiable, and subsequently decide upon key details (e.g. price structure, campaign start and end dates)</p> <p>SB2. Differentiate between different agencies and decide which will be most suitable for your organization</p> <p>SB3. Discuss and agree upon the performance tracking measures that will be used to measure success</p>
	<p>Plan and Organize</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Plan for future requirements, based on product portfolio forecast</p> <p>SB5. Organize and store documentation detailing correspondence with advertising and marketing agencies</p>	

MES/ N 2102

Select and finalize agencies

	SB6. Retrieve previously signed contracts in order to compare terms and conditions of the new contract
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB7. Convey the importance of customer centricity to the candidates, so that they can incorporate the fact in their bids/pitches
	SB8. Allot some weightage to customer centricity in the evaluation of bids/pitches
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB9. Resolve any conflicts that may arise before/during/after the bidding/pitching process
Analytical Thinking	
The user/individual on the job needs to know and understand how to:	
SB10. Analyze and eliminate the proposals based on their alignment with the overall marketing strategy of the organization	
Critical Thinking	
The user/individual on the job needs to know and understand how to:	
SB11. Understanding the need for creative agencies in the organization's marketing communications	



MES/ N 2102

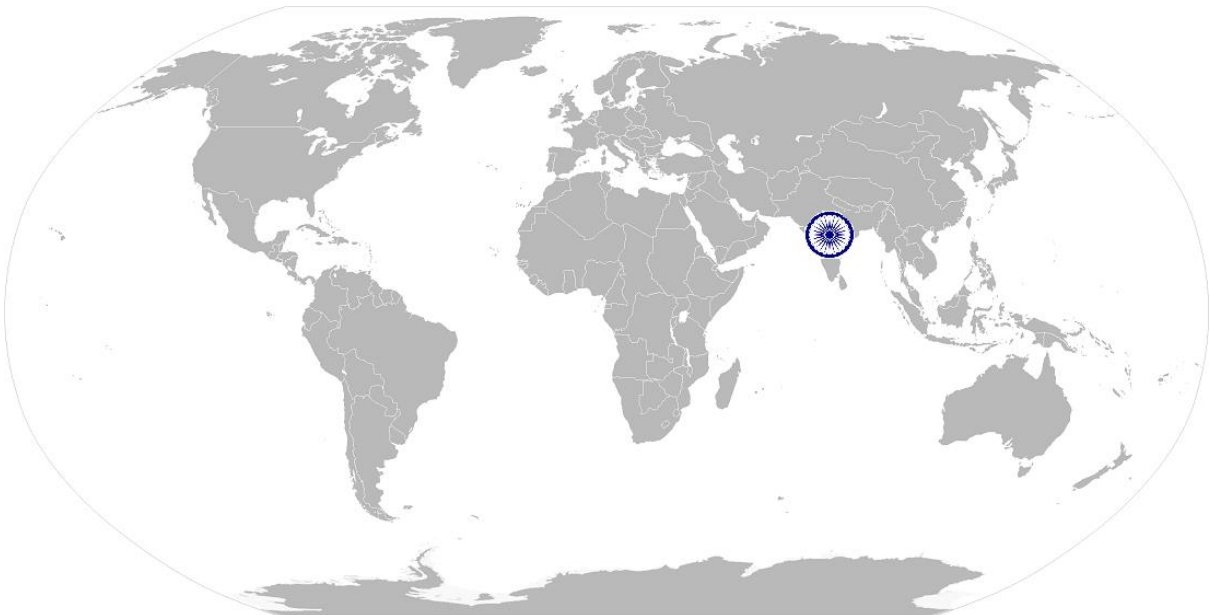
Select and finalize agencies

NOS Version Control

NOS Code	MES / N 2102		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about preparing and managing the marketing budget

MES/ N 2103

Prepare and manage marketing budget

Unit Code	MES/ N 2103
Unit Title (Task)	Prepare and manage marketing budget
Description	This OS unit is about preparing and managing the marketing budget
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Evaluating the needs and objectives of the budget Preparing and monitoring the budget
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Evaluating the needs and objectives of the budget	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Obtain and evaluate the available information necessary to prepare a realistic budget for organizations which may operate as television channels, print publications, radio stations, out-of-Home media or online and social media</p> <p>PC2. Consult with relevant stakeholders before preparing budget</p>
Preparing and monitoring the budget	<p>PC3. Prepare a marketing budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity, also taking into account the retainers and commissions payable to advertising and media agencies</p> <p>PC4. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments in a coordinated and timely manner</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organizational guidelines and procedures for the preparation and approval of budgets, and for monitoring and reporting of performance against budgets and revising budgets</p> <p>KA2. Target audience for the content and/or the organization/individual that is commissioning the content</p> <p>KA3. Individuals managing the finance department and the ad-inventory purchase process</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to break down each task/ activity in the marketing schedule into cost heads (e.g. cost of media, agreements with agencies, cost of production including salaries, contractual staff, inventory purchases etc.)</p> <p>KB2. The expected, realistic outflow against each activity cost head (using a combination of prior experience, discussions with agencies, and discussions with other media organizations that may act as vendors)</p> <p>KB3. How to compile each activity cost head into a consolidated budget, with summary sheets by type of cost, type of activity, stage of marketing and any other key summaries that are required</p> <p>KB4. The typical areas of delays/overruns and how to build in adequate contingency into the marketing budget</p> <p>KB5. How to track the production budget, ensure activities stay within the agreed budget and minimize overruns</p>

MES/ N 2103

Prepare and manage marketing budget

	<p>KB6. How to present the marketing budget to key departments, what information to present, understand their concerns and modify the budgeting schedule accordingly</p> <p>KB7. Assess and comment on the overall viability of the project (revenue, costs, returns)</p> <p>KB8. Methods of procuring services of an advertising or media agency</p> <p>KB9. Methods for measuring time and cost variances from the budgeted figures</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Track and monitor budgetary allocations to each department and prepare reports for stakeholders</p> <p>SA2. Prepare a production budget for each task/ activity in the marketing schedule (on paper or using a computer)</p> <p>SA3. Write a master budget that is easy to understand and follow for heads of the various activity and cost centers</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Undertake background research and collect information on expense items</p> <p>SA5. Interpret business strategy communicated by senior management and determine how the planned strategy may affect budgeted items</p> <p>SA6. Best practices in budget allocation/management in specific industry/sector</p>
<p>B. Professional Skills</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>SA7. Prepare pitch presentations to help secure finances</p> <p>SA8. Communicate effectively with the marketing team to ascertain their requirements, propose alternatives and agree on key decisions</p> <p>SA9. Present budget projections and performance to stakeholders</p>
	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Obtain and evaluate the available information necessary to prepare a realistic budget</p> <p>SB2. Work with the relevant parties to decide the activities (most importantly, creative) that should be outsourced, and the agencies that the work should be contracted out to</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. How to use a budget to actively monitor and control performance for a defined area or activity of work</p> <p>SB4. How to plan expenses and outflow of finances efficiently</p> <p>SB5. How to use a budget to actively monitor and control performance for a defined area or activity of work</p>
	<p>Problem Solving</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. The main causes of budgetary variances and how to identify them</p> <p>SB7. The different types of corrective action which could be taken to address identified variances</p>	

MES/ N 2103

Prepare and manage marketing budget

	SB8. How unforeseen developments can affect a budget and how to deal with them
	SB9. The importance of agreeing revisions to the budget and communicating the changes to stakeholders
	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. Interpret marketing strategy communicated by senior management and determine how the planned strategy may affect budgeted items in the future</p> <p>SB11. Assess potential for cost saving through bulk buying or negotiation with agencies and ad-inventory sellers</p> <p>SB12. The importance of using the implementation of the budget to identify information and lessons for the preparation of future budgets</p>
	Critical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Who needs information in the organization about performance against the budget, what information they need, when they need it and in what format</p> <p>SB14. Propose revisions to the budget, if necessary, in response to variances and/or significant or unforeseen developments, and discuss and agree the revisions with the relevant people in the organization</p>

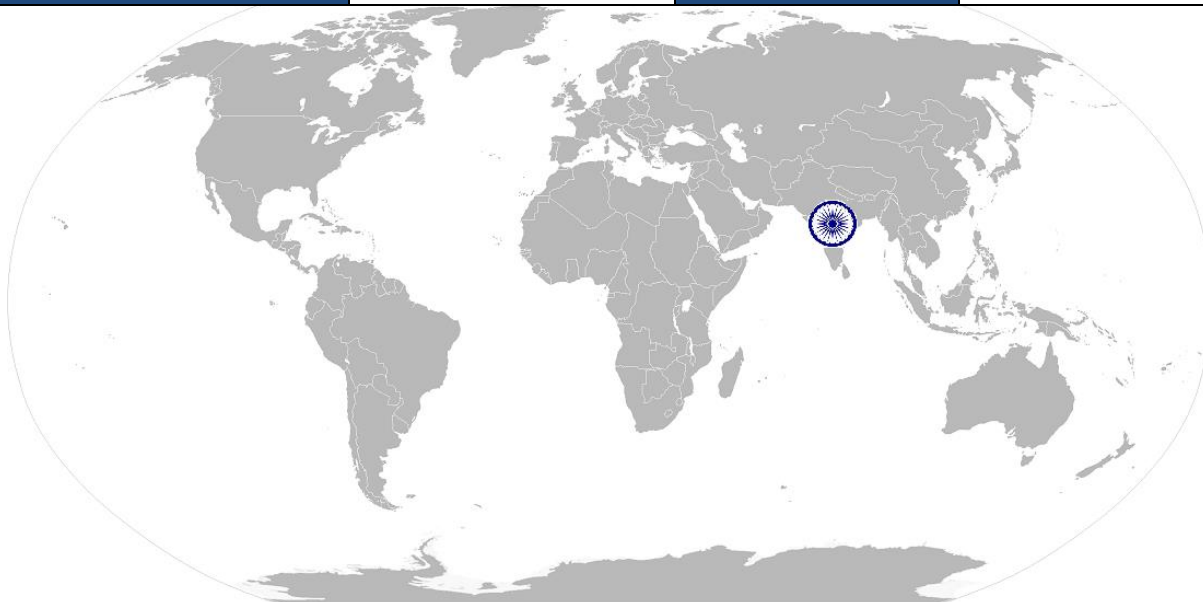


MES/ N 2103

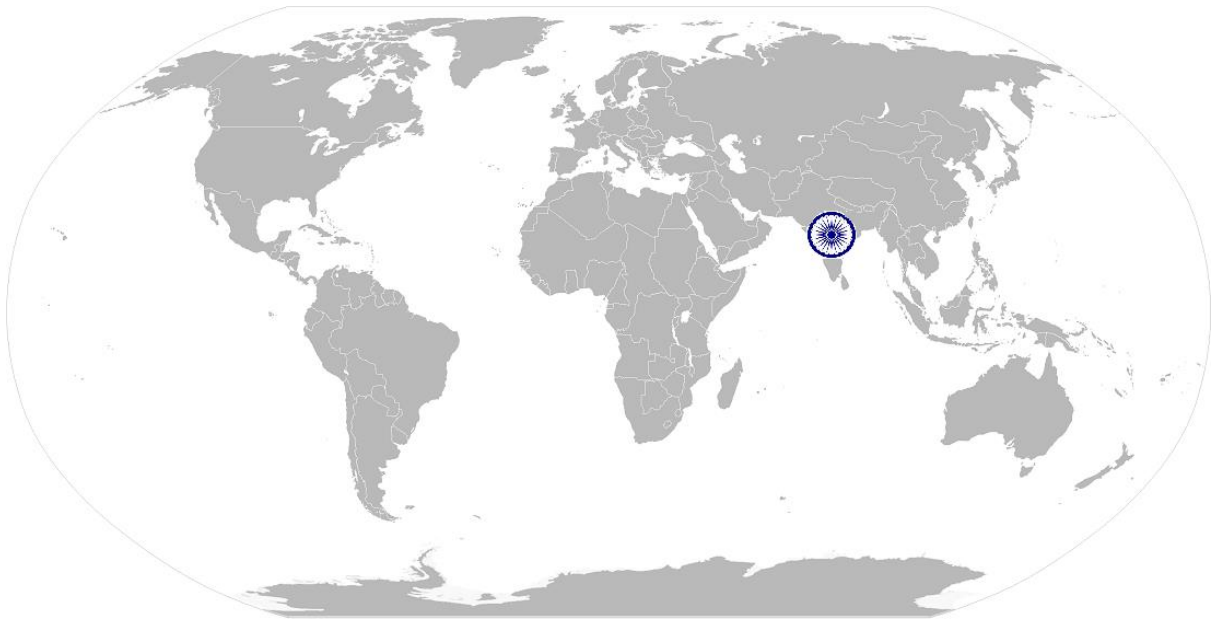
Prepare and manage marketing budget

NOS Version Control

NOS Code	MES / N 2103		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
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Occupation	Marketing/Branding and Communications	Next review date	24/03/17



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 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 organisation'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 organisational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organisation'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 processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organisation'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> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>

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Maintain workplace health and safety

<p>B. Technical Knowledge</p>	<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 equipments, systems and/or machines</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<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>
<p>B. Professional Skills</p>	<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 judgements 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> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>

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Maintain workplace health and safety

NOS Version Control

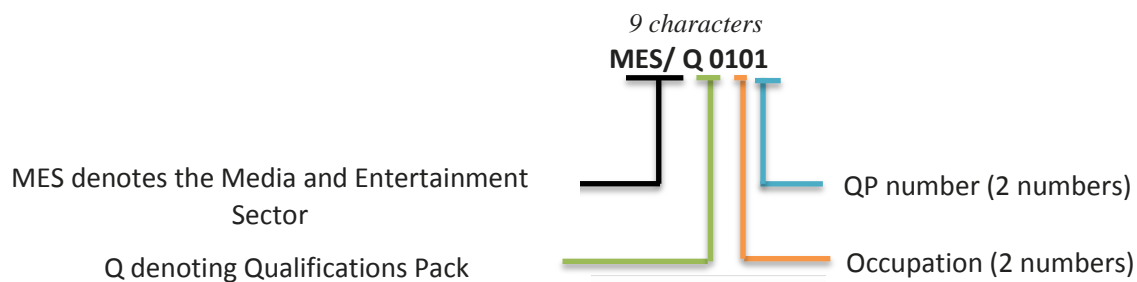
NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



Annexure

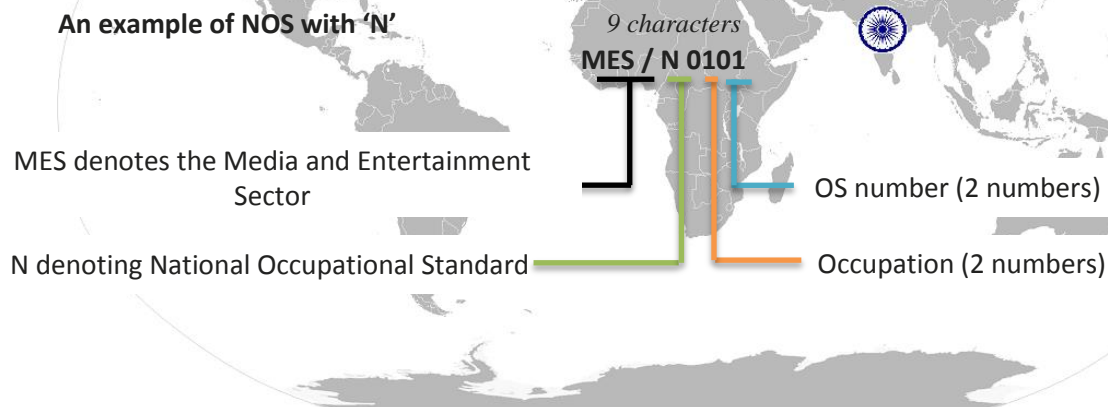
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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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	Marketing/Branding and Communications	21
Next two numbers	Marketing Head	01



CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Marketing Head

Qualification Pack: MES Q 2101

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 2101	Develop the marketing and advertising strategy	35%
2	MES/ N 2102	Select and finalize creative agencies	30%
3	MES/ N 2103	Prepare and manage marketing budget	30%
4	MES/ N 0104	Maintain workplace health and safety	5%
			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).

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 2101 (Develop the marketing and advertising strategy)	PC1. Understand the business and industry completely, using research and experience to know target consumers, their needs and how they can be addressed	100	30	20	30
	PC2. Select the most effective channels or platforms to reach target audiences and allocate budgets to each channel or platform in an appropriate manner		30	20	
	PC3. Set performance targets to measure progress of marketing activities		40	30	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
MES/ N 2102 (Select and finalize creative agencies)	PC1. Understand the need for creative agencies in the organization's marketing communications	100	20	15	30
	PC2. Identify and analyze various media and advertising agencies and their relative strengths and weaknesses		20	15	
	PC3. Communicate the marketing communication requirements of the organization to the agencies		20	15	
	PC4. Evaluate the agencies' marketing proposals and determine if they are in line with strategic goals and objectives		20	15	
	PC5. Negotiate and finalize a contract with an advertising or media agency to the satisfaction of both parties		20	10	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
MES/ N 2103 (Prepare and manage marketing budget)	PC1. Obtain & evaluate the available information necessary to prepare a realistic budget	100	20	10	30
	PC2. Consult with relevant stakeholders before preparing budget		30	20	
	PC3. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments in a coordinated and timely manner		25	20	
	PC4. Prepare a marketing budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity, also taking into account the		25	20	

Assessment Criteria of Marketing Head

	retainers and commissions payable to advertising and media agencies				
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/N0104 (Maintain workplace health and safety)	PC1. Understand and comply with the organization'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 safely and within the limits of individual's authority		5	2	
	Total	100	50	50	