

# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

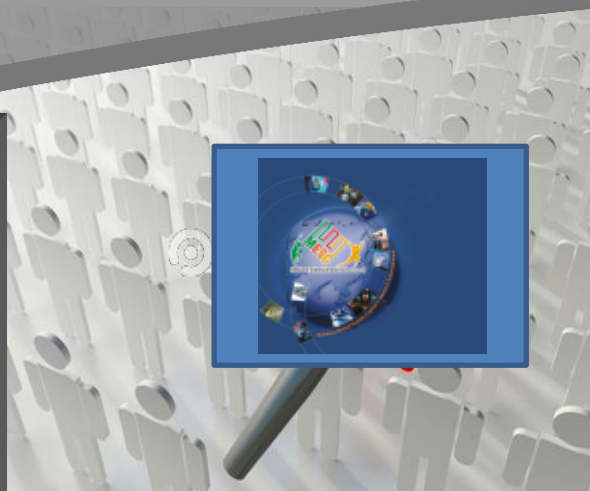
## What are Occupational Standards(OS)?

- 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

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## Introduction

### Qualifications Pack-Sales Coordinator (Media Org.)

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Television, Print, Radio, Digital, Out-of-home

**OCCUPATION:** Ad Sales / Account Management/ Scheduling/ Traffic

**REFERENCE ID:** MES/ Q 0204

**ALIGNED TO:** NCO-2004/Nil

**Sales Coordinator (Media Organization) in the Media & Entertainment Industry is also known as a General Manager/ Manager/ Executive – Sales Operations**

**Brief Job Description:** Individuals at this job are responsible for back-end sales activities

**Personal Attributes:** This job requires the individual to enter details of sales transactions into the sales system/ software, generate invoices and manage collections on behalf of the company. The individual also prepares MIS reports for management on the quantity of inventory sold and sales value generated.

Job Details

<b>Qualifications Pack Code</b>	<b>MES/ Q 0204</b>		
<b>Job Role</b>	<b>Sales Coordinator (Media Organization)</b> This job role is applicable in both national and international scenarios		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>09/11/14</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Digital, Out-of-home</b>	<b>Last reviewed on</b>	<b>21/11/14</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/11/16</b>

<b>Job Role</b>	<b>Sales Coordinator (Media Organization)</b>
<b>Role Description</b>	Back-end sales activities/ coordination
<b>NSQF level</b>	5
<b>Minimum Educational Qualifications</b>	Class X
<b>Maximum Educational Qualifications</b>	Graduation
<b>Training</b> (Suggested but not mandatory)	Sales Operations
<b>Experience</b>	0-4 years
<b>Applicable National Occupational Standards (NOS)</b>	<b>Compulsory:</b> 1. <a href="#">MES / N 0207 (Manage sales operations)</a> <b>Optional:</b> N.A.
<b>Performance Criteria</b>	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
Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Campaign	Advertisement effort across media platforms, planned during a specific time period
Day parts	Specific time-slots during the day
Effective rate	The final advertisement rate offered to the client after discounts
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
Make-good	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
Market share	The share of the company in the total market of a product/service
Media buyer	An individual handling purchases of advertising space/time across advertising mediums
Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
Rate	The fee for a unit of advertisement space or time
Reach	The total size of the audience that the medium is able to communicate with
Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
Schedule	A list of advertisements planned to be a part of the campaign
Sponsorship	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
Target Audience	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
Target Market	The geographic area over which the advertising campaign is focused
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique

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

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# National Occupational Standard



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## Overview

This unit is about managing sales operations including inventory, billing, collections and generating sales reports

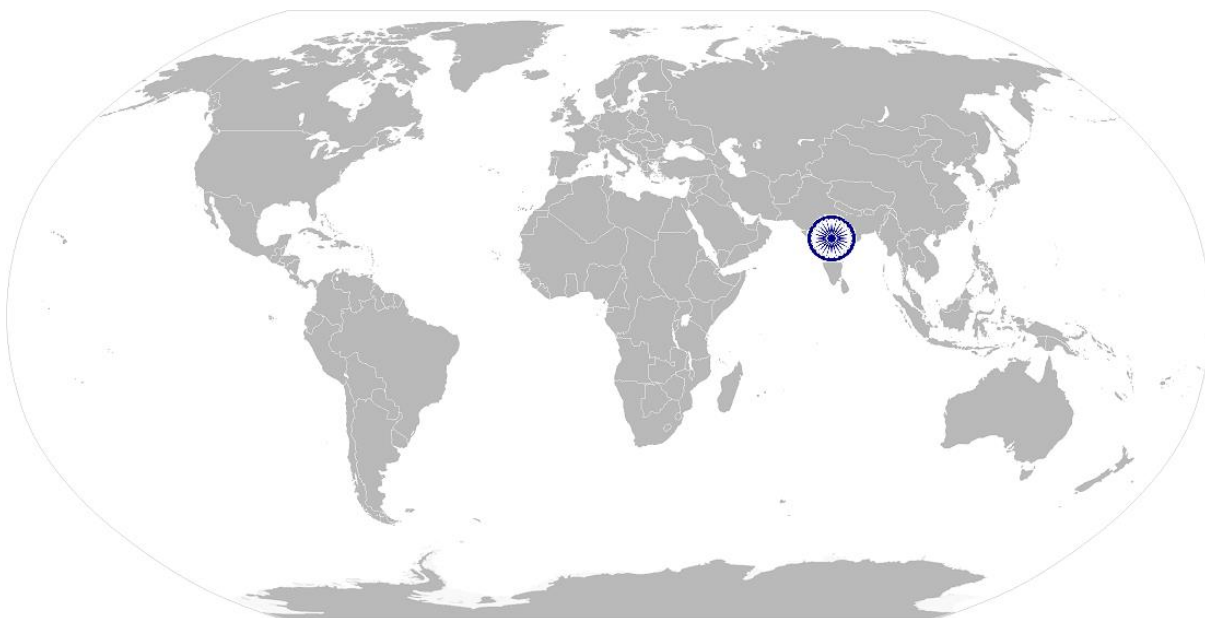
<b>Unit Code</b>	<b>MES/ N 0207</b>
<b>Unit Title (Task)</b>	<b>Manage sales operations</b>
<b>Description</b>	This OS unit is about managing sales operations including inventory, billing, collections and generating sales reports
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Managing sales operations including creating an operations schedule, creating and distributing site/inventory trackers, data-entry into the sales system, billing and collections and generating mis reports <ul style="list-style-type: none"> <li>Inventory could include 10 second ad spots (Television/Radio), Sq.cm. ad space (Print), Banners (frames, pop-ups, floating/expanding ads etc.), classifieds, text ads etc. (Digital), Bill-boards, street furniture, transit assets, alternative media including digital displays, cinema, stadiums, airports etc. (Out-of-home)</li> </ul> </li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Managing sales operations	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand details (inventory, rate, customer etc.) from the sales contracts</p> <p>PC2. Raise invoices and enter information into the sales system on the basis of inventory sold</p> <p>PC3. Prepare, check and generate Traffic Orders based on ROs received from clients/agencies</p> <p>PC4. Generate and maintain reports on inventory consumption, collections, debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up</p> <p>PC5. Assist sales team members in collections by preparing and dispatching reminders and reconciliation reports to agencies and clients</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The total advertisement inventory available with the organization</p> <p>KA2. The sales process being followed by the organization and the key activities involved</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The features and workings of the sales system and how to use it effectively</p> <p>KB2. How to calculate customer billings and prepare accurate invoices</p> <p>KB3. How to manage customer collections effectively</p> <p>KB4. How to generate relevant MIS reports that can be useful to management</p> <p>KB5. How to effectively use software (Microsoft Excel, SAP, Salesforce)</p> <p>KB6. Applicable legal and regulatory requirements</p>



Skills (S) (Optional)	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: SA1. Input data accurately into the sales system SA2. Prepare accurate sales MIS reports in various cuts including metrics such as inventory sold, rate at which sold, average debtors etc.
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. Read inventory consumption reports (such as playout logs) to determine the quantity of inventory sold SA4. Read contracts to determine the value/rate at which the inventory is sold SA5. Read, monitor and analyse media (newspapers, hoardings etc) to generate leads for sales team members
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	The user/individual on the job needs to know and understand how to: SA6. Coordinate with traffic to clarify consumption details (quantity, timing, duration etc.) SA7. Seek clarifications from the sales team on contracts/ release orders, as applicable
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Raise invoices and manage billing and collections within the time-frame acceptable within the organisation
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB2. Identify any problems associated with the successful execution of the task and undertake steps to mitigate them

## NOS Version Control

NOS Code	MES / N 0207		
Credits(NSQF)	TBD	Version number	1.0
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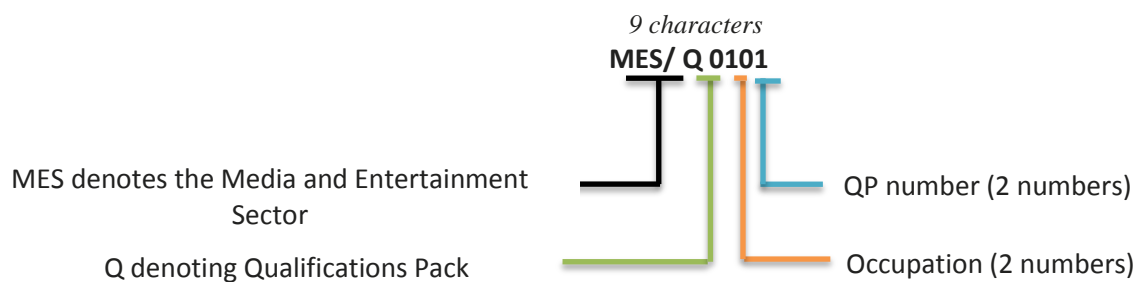




## Annexure

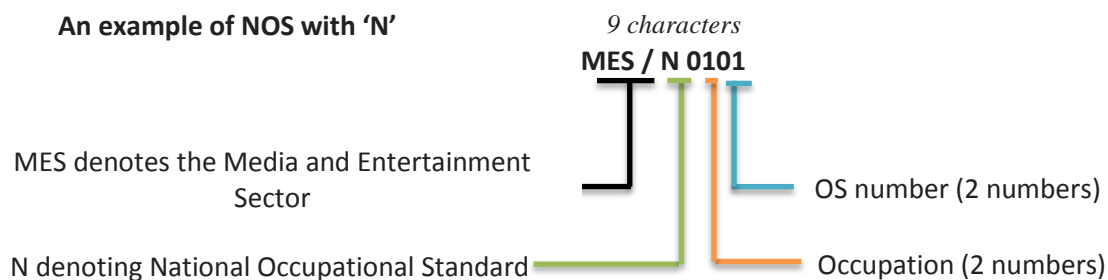
### Nomenclature for QP and NOS

#### 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	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Sales Coordinator (Media Organization)	04