

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

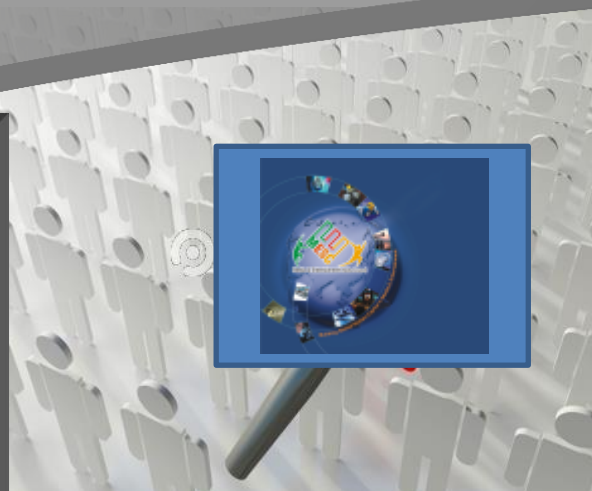
### What are Occupational Standards(OS)?

- 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-Advertising Operations Coordinator (Digital)

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Digital

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

**REFERENCE ID:** MES/ Q 0206

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

**Advertising Operations Coordinator (Digital) in the Media & Entertainment Industry is also known as an Ad trafficker/ Ad campaign manager**

**Brief Job Description:** Individuals at this job are responsible for implementing online advertisement campaigns

**Personal Attributes:** This job requires the individual to fulfill sales orders for online campaigns, including placing media bought by advertisers/agencies and running it as planned. The individual is also responsible to evaluate the effectiveness of online campaigns, manage the online advertisement hardware and systems and troubleshoot/resolve any technical and delivery issues that might arise. The individual must be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.

Job Details

<b>Qualifications Pack Code</b>	<b>MES/ Q 0206</b>		
<b>Job Role</b>	<b>Advertising Operations Coordinator (Digital)</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>Advertising Operations Coordinator (Digital)</b>
<b>Role Description</b>	Implement online advertisement campaigns
<b>NSQF level</b>	7
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	-
<b>Training</b> (Suggested but not mandatory)	Online advertisement operations
<b>Experience</b>	0-4 years
<b>Applicable National Occupational Standards (NOS)</b>	<b>Compulsory:</b> 1. <a href="#">MES / N 0209 (Implement online advertisement campaigns)</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
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
CPM	Cost per Mille
CPC	Cost per click
CPA	Cost per action/ pay per action/ cost per conversion
RTB	Real time bidding
DSP	Digital signal processing
DMP	Data management platforms

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# National Occupational Standard



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## Overview

This unit is about implementing sales orders for advertisement campaigns on behalf of advertisers/agencies

<b>Unit Code</b>	MES/ N 0209
<b>Unit Title (Task)</b>	Implement online advertisement campaigns
<b>Description</b>	This OS unit is about implementing sales orders for advertisement campaigns on behalf of advertisers/agencies
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Trafficking online inventory</li> <li>• Evaluating campaign performance</li> <li>• Troubleshooting issues in process/technology</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Trafficking online inventory	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned</p>
Evaluating campaign performance	<p>PC2. Evaluate campaign performance and delivery</p>
Troubleshooting issues in process/technology	<p>PC3. Serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required</p> <p>PC4. Operate and control the online advertisement hardware and software systems and servers</p> <p>PC5. Proactively diagnose and resolve technical and delivery issues and implement optimization technology/initiatives</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 company's product offering and positioning within the internet industry</p> <p>KA2. The key departments and functions within the company</p> <p>KA3. The roles and responsibilities within advertisement operations</p> <p>KA4. The various online advertisement products offered including audio, video, rich media, banners, display advertisements, mobile advertising etc.</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Fundamentals of online advertising</p> <p>KB2. Fundamentals of advertisement operations</p> <p>KB3. Fundamentals of workflow management</p> <p>KB4. Fundamentals of data management and data analytics</p> <p>KB5. Fundamentals of media planning and media buying</p> <p>KB6. Fundamentals of coding languages such as JavaScript, C++, Flash etc.</p> <p>KB7. Fundamentals of Microsoft office, especially Microsoft excel and PowerPoint</p> <p>KB8. Online terminology such as CPM, CPC, CPA, RTB, DSP, DMP etc. and the metrics for measuring online impressions</p>

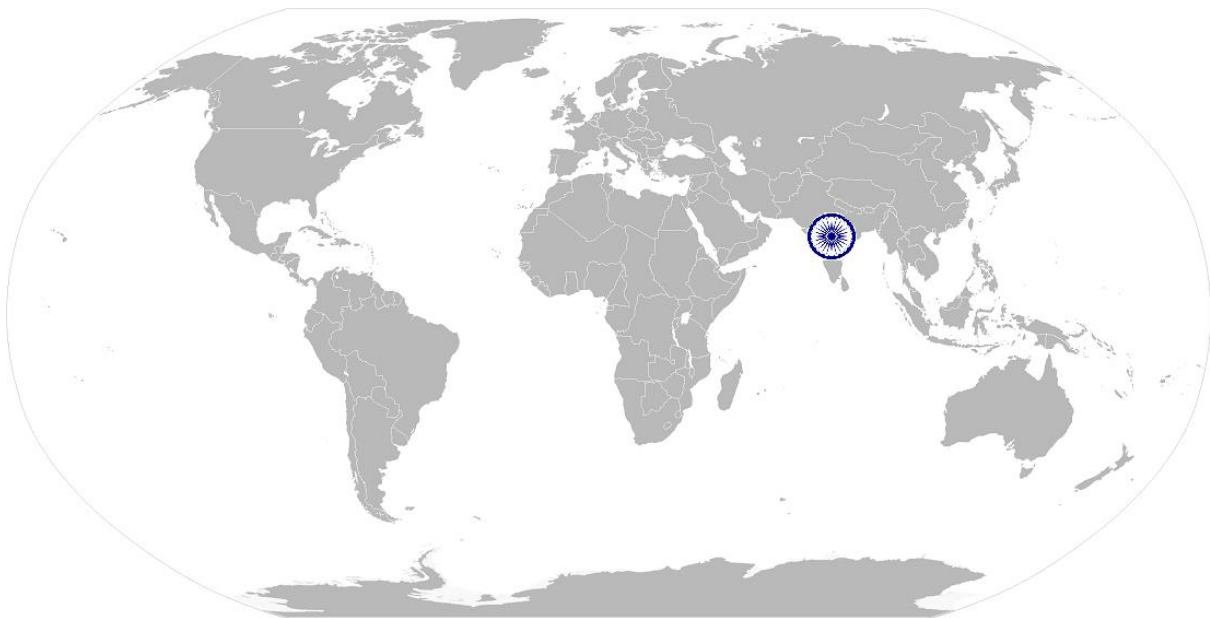


## Implement online advertisement campaigns

	<p>KB9. How to work on advertisement trafficking solutions such as Mediamind, Flashtalking, Atlas, DFA etc.</p> <p>KB10. How to manage conversations and client expectations</p> <p>KB11. The key players within the online industry such as publishers, advertisers and agencies</p> <p>KB12. How to read contracts and contractual terms</p> <p>KB13. Relevant legal and regulatory guidelines</p> <p>KB14. Applicable health and safety guidelines</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Prepare a management dashboard that puts together data from various sources for analysis</p> <p>SA2. Generate and structure advertisement reports for media campaigns executed on behalf of advertisers/agencies</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Keep updated with trends, news and discussions on online advertising and marketing</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Understand client requirements from sales personnel</p> <p>SA5. Liaise with the marketing department to gather information on live promotions</p> <p>SA6. Liaise with the billing teams to gather requirements on advertisement reports</p> <p>SA7. Liaise with the business development teams to understand requirements on new technologies that need to be implemented</p>
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Plan activities to ensure that all trafficking requirements are executed within the timelines committed to the advertiser/ agency</p> <p>SB2. Devise and programme automated reports to improve efficiency of the reporting process</p>
	<b>Analytical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Interpret the impact of new product launches, workflow changes, data requirements on online advertisements and data management</p>

## NOS Version Control

NOS Code	MES / N 0209		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
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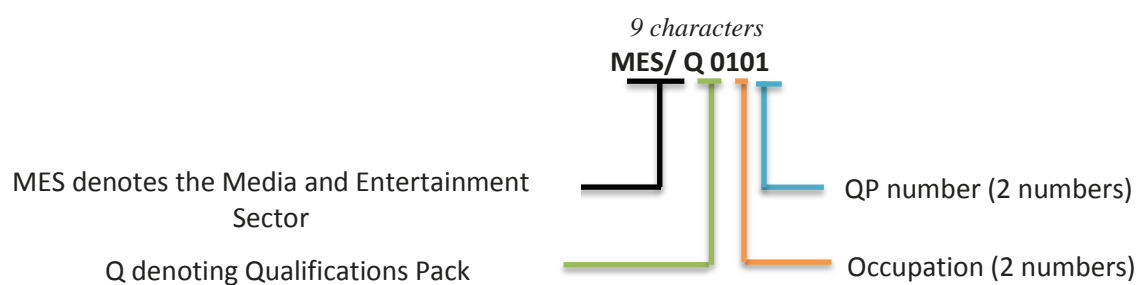




## Annexure

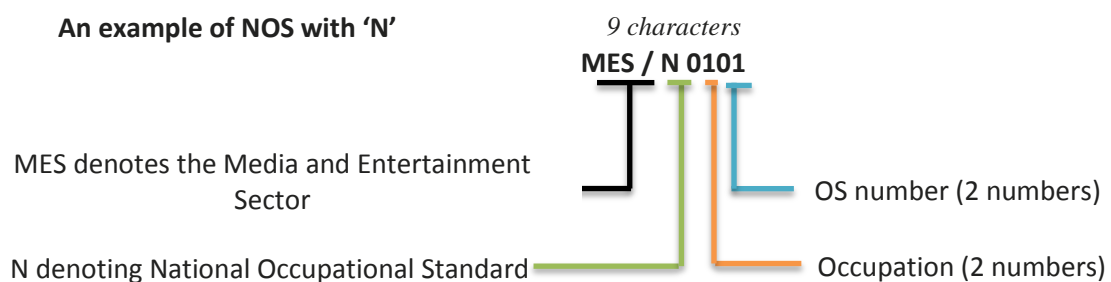
### Nomenclature for QP and NOS

#### 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 <b>QP</b> or <b>NOS</b>	Q
Next two numbers	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Advertising Operations Coordinator (Digital)	06