

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

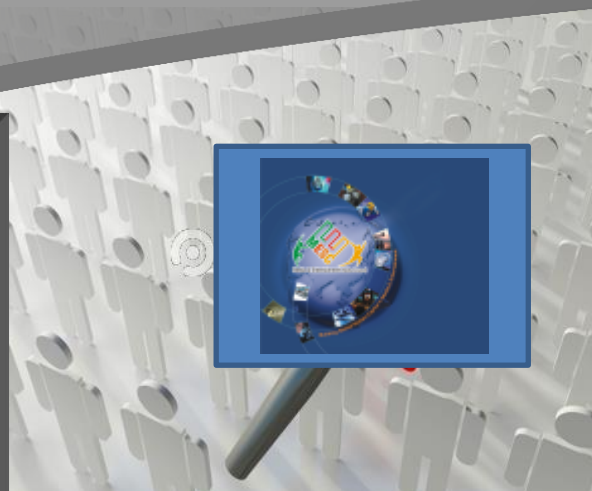
What are Occupational Standards(OS)?

- 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-Account Director (Advertising Agency)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Advertising

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/ Q 0207

ALIGNED TO: NCO-2004/Nil

Account Director (Advertising Agency) in the Media & Entertainment Industry is also known as a Client Service Director

Brief Job Description: Individuals at this job are responsible for managing the client's advertisement portfolio

Personal Attributes: This job requires the individual to manage clients' advertising portfolios by defining media plans and campaigns and evaluating their effectiveness. The individual is responsible for overseeing the work of the account executives, ensuring that clients' requirements are understood and executed well.

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|-------------|--------------------------|---|------------------|----------|
| Job Details | Qualifications Pack Code | MES/ Q 0207 | | |
| | Job Role | Account Director (Advertising Agency) This job role is applicable in both national and international scenarios | | |
| | Credits(NSQF) | TBD | Version number | 1.0 |
| | Sector | Media and Entertainment | Drafted on | 09/11/14 |
| | Sub-sector | Advertising | Last reviewed on | 21/11/14 |
| | Occupation | Ad Sales / Account Management/ Scheduling/ Traffic | Next review date | 20/11/16 |

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| Job Role | Account Director (Advertising Agency) |
| Role Description | Manage the clients advertisement portfolio |
| NSQF level | 7 |
| Minimum Educational Qualifications | Class X |
| Maximum Educational Qualifications | Graduation |
| Training (Suggested but not mandatory) | Account management, Advertising |
| Experience | 6+ years |
| Applicable National Occupational Standards (NOS) | Compulsory: 1. MES / N 0210 (Manage advertising accounts) Optional: N.A. |
| 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 |
| 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 |

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| | 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. |
| 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 managing the client's advertising portfolio and planning their media plan and campaign

Manage advertising accounts

National Occupational Standard

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|---|---|
| Unit Code | MES/ N 0210 |
| Unit Title (Task) | Manage advertising accounts |
| Description | This OS unit is about managing the client's advertising portfolio and planning their media plan and campaign |
| Scope | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Preparing the client's advertising plan and campaign across a range of media vehicles including television, print, radio, digital, out-of-home |
| Performance Criteria (PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Preparing the client's advertising plan and campaign across a range of media vehicles | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the client's advertising needs, expectations and resources they are willing to deploy and define the media plan over a set time-frame</p> <p>PC2. Devise an advertising campaign that meets the client's objectives within their budget</p> <p>PC3. Select media vehicles that are appropriate for the client's industry and are in sync with those chosen by competitors</p> <p>PC4. Oversee communication between the client and the account executives to ensure that the former's requirements are understood and met</p> <p>PC5. Evaluate the effectiveness of the advertising campaign at the end of the review period</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. The advertising process followed at the agency</p> <p>KA2. The client's advertising budget, vision and objectives</p> |
| B. Technical Knowledge | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. Fundamentals of advertising and marketing</p> <p>KB2. How to analyse consumer behavior and consumption</p> <p>KB3. How to develop a brand and communicate it through media vehicles</p> <p>KB4. How to select media vehicles and prepare a media plan</p> <p>KB5. How to estimate the costs involved with each media vehicle and prepare a campaign that will meet the client's objectives</p> <p>KB6. How to present the campaign to the client and solicit their approval</p> <p>KB7. How to evaluate the effectiveness of the marketing campaign</p> <p>KB8. Applicable legal and regulatory requirements</p> |
| Skills (S) (Optional) | |

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| A. Core Skills/ Generic Skills | Writing Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Articulate the client's advertising objectives through a media plan that details the client's product and target customer profile and creative needs. The plan would address these needs through advertising on carefully chosen media vehicles over a set time-frame within the financial resources the client is willing to commit</p> <p>SA2. Prepare a media campaign of spends on a combination of media vehicles that would meet the client's objectives</p> <p>SA3. Prepare client reports and presentations, as required</p> |
| | Reading Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Undertake background research on the client</p> <p>SA5. Research the target audience of the client's product and understand their profile and consumption behavior</p> <p>SA6. Research the most appropriate media vehicle within the client's budget that would meet their intended advertising goals and their reach and frequency requirements</p> |
| | Oral Communication (Listening and Speaking skills) |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Understand the client's advertising vision and objectives</p> <p>SA8. Present the media plan, campaign and budget to the client</p> |
| B. Professional Skills | Decision Making |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Select the most appropriate media vehicles within the client's budget that would meet their advertising goals</p> |
| | Customer Centricity |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Ensure that the campaign achieves the objectives set out and agreed upon with the client</p> |
| | Problem Solving |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Identify problems with the effective execution of the task and undertake measures to overcome them</p> |
| | Analytical Thinking |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Evaluate the effectiveness of the advertising campaign and make adjustments, as required</p> |

NOS Version Control

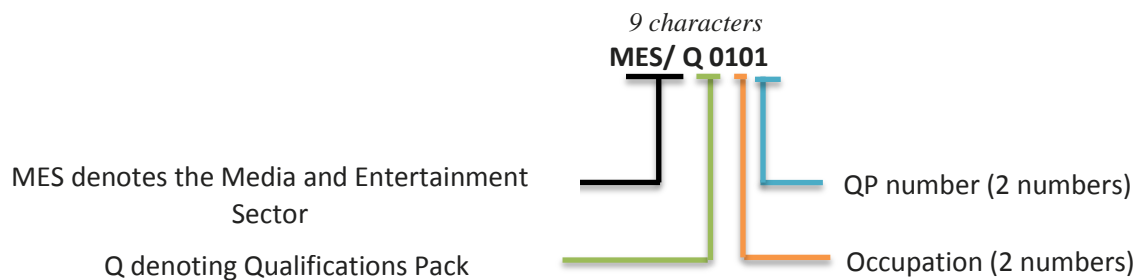
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|---------------|--|------------------|----------|
| NOS Code | MES / N 0210 | | |
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Annexure

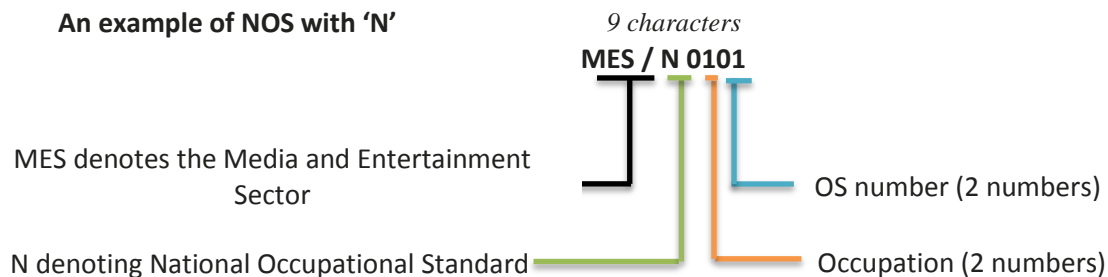
Nomenclature for QP and NOS

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 | Account Director (Advertising Agency) | 07 |