

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

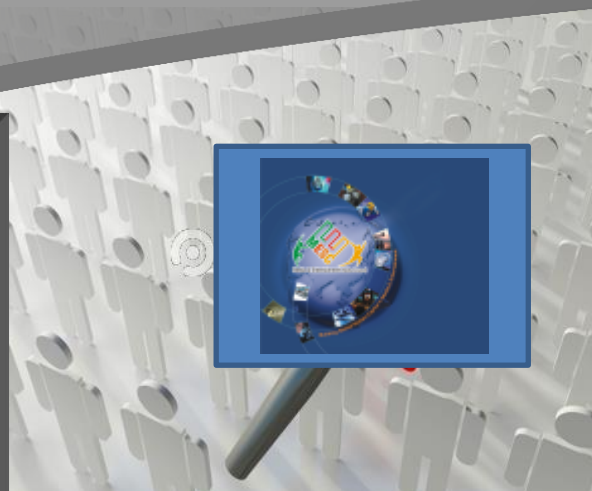
What are Occupational Standards(OS)?

- 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 Executive (Advertising Agency)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Advertising

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/ Q 0208

ALIGNED TO: NCO-2004/Nil

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

Brief Job Description: Individuals at this job are responsible for managing preparation of clients' advertisement end-products

Personal Attributes: This job requires the individual to understand advertising requirements from the client and coordinate with the creative teams within the agency to have them executed. The individual may also be required to liaise with external vendors for production of advertisements, in which case they would be required to negotiate an agreeable fee on behalf of the client. The individual is required to present final work products to clients and obtain their approval.

Job Details	Qualifications Pack Code	MES/ Q 0208		
	Job Role	Account Executive (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

Job Role	Account Executive (Advertising Agency)
Role Description	Manage preparation of clients' advertising end-products
NSQF level	5
Minimum Educational Qualifications	Class X
Maximum Educational Qualifications	Graduate
Training (Suggested but not mandatory)	Account management, Advertising
Experience	0-6 years
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0211 (Managing preparation of advertisement end-products) 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

	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 preparation of end-products for the client's advertisement campaign

Managing preparation of advertisement end-products

National Occupational Standard

Unit Code	MES/ N 0211
Unit Title (Task)	Managing preparation of advertisement end-products
Description	This OS unit is about managing the preparation of end-products for the client's advertisement campaign
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Liaising between the client and the creative/ art & design departments to deliver the required advertising end-products 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
Liaising between the client and the creative/ art & design departments to deliver the required advertising end-products 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 creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team</p> <p>PC2. Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately</p> <p>PC3. Estimate agency fees to develop the advertisement, negotiate with third-party vendors developing the advertisement (if required) and obtain approval on the fee/ ideas/ concepts</p> <p>PC4. Oversee preparation of the advertisement to ensure that the advertisers needs are met</p> <p>PC5. Present and obtain approval on final work-products and obtain approval</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 clients advertising budget, vision and objectives</p> <p>KA3. The client's advertising plan and campaign</p> <p>KA4. The third-party vendors that a company deals with</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 prepare a brief for the creative/ art & design teams</p> <p>KB3. How to present the idea/concept to the client and solicit their approval</p> <p>KB4. The production costs for a variety of advertisements across mediums</p> <p>KB5. How to estimate the costs involved to prepare an advertisement across media vehicles and prepare an invoice</p> <p>KB6. How to negotiate with third-party vendors</p> <p>KB7. How to present the final work-products and recover associated billings from the client</p> <p>KB8. Applicable legal and regulatory requirements</p>

Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare a brief for the creative/ art & design team that encapsulates the client's vision and expectations from the end-product SA2. Prepare client billings and invoices SA3. Prepare client reports and presentations, as required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. Read the advertisers media plan and campaign details
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Liaise with the client and creative/ art & design teams and ensure that the former's needs are understood and well-executed by the latter SA6. Discuss and finalise the fee to be charged for preparing an advertisement SA7. Review and present final advertising end-products (such as artworks and films) to the client
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Ensure that the advertising end-products are prepared and presented to the client within the time-frame committed
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB2. Ensure that the advertising end-products achieve the objectives set out and agreed upon with the client
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Identify problems with the effective execution of the task and undertake measures to overcome them

NOS Version Control

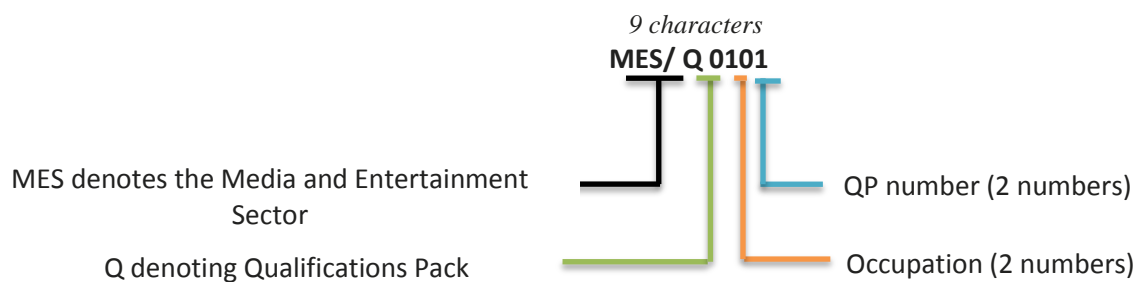
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Annexure

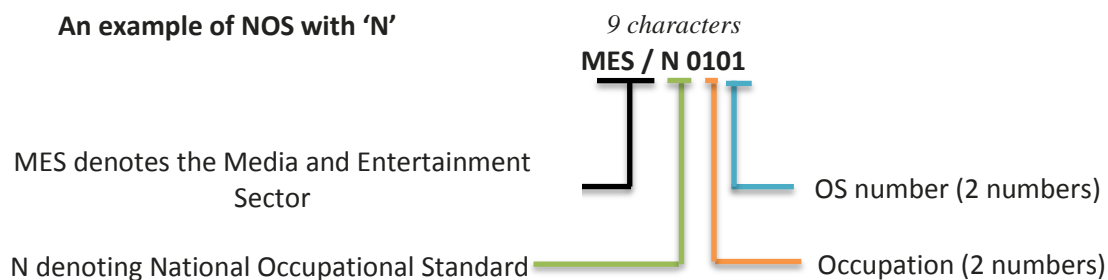
Nomenclature for QP and NOS

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 Executive (Advertising Agency)	08