Digital Marketing Manager

QP Code: MES/Q0706

Version: 2.0

NSQF Level: 6

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

Contents

MES/Q0706: Digital Marketing Manager

Brief Job Description

Individuals in this job are responsible for managing all forms of digital marketing activities like Search Engine Advertising, Search Engine Optimization, Social Media Marketing, Email Marketing etc. to increase brands online visibility and generate leads/sales.

Personal Attributes

The individual must have excellent written and oral communication skills with the ability to manage the teams effectively. He/she should also possess good quantitative skills to be able to make digital marketing plans and growth forecasts.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0725: Plan and conduct digital marketing campaigns

2. MES/N0727: Measure and report the performance of digital marketing campaigns

3. MES/N0724: Develop a digital marketing strategy

4. MES/N0728: Manage a team of marketing executives and their performance

5. MES/N0726: Optimize campaigns performance and expenditure

6. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	6
Credits	NA

Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201

Minimum Educational Qualification & Experience	Post Graduate
	      OR
	Graduate (Digital Marketing/Social Media) with 1 Year of experience
	      OR
	Graduate with 3 Years of experience
	      OR
	Diploma (Three years diploma after Class 12th) with 3 Years of experience
	      OR
	Certificate-NSQF (Social Media Manager at NSQF Level-5) with 2 Years of experience

Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	24/02/2022
Next Review Date	23/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/05446
NQR Version	1.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

MES/N0725: Plan and conduct digital marketing campaigns

Description

This OS unit is about implementing the digital marketing campaigns based on the defined strategy and budgets.

Elements and Performance Criteria

Plan and prioritize the set-up of campaigns

To be competent, the user/individual on the job must be able to:

PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results

PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources

Delegate tasks to the team members

To be competent, the user/individual on the job must be able to:

PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.

PC4. delegate the campaign tasks to the team members along with set completion deadline

PC5. monitor the work progress, review the quality and give feedback to the team members

Review the set-up of campaigns

To be competent, the user/individual on the job must be able to:

PC6. test and ensure that the conversion tracking is set-up properly for each campaign

PC7. review the target audience, keywords and scheduling of all the campaigns

PC8. review and ensure that the campaign budgets are set-up as per the plan

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. companys goals and objectives that need to be achieved through digital marketing campaigns

KU5. existing digital marketing efforts along with the campaigns performance

KU6. set-up and test the conversion tracking for campaigns on different channels such as search and social media

KU7. create effective advertising copies for the search and social media campaigns

KU8. target the audience based on their demographics , interests, behavior and search keywords

KU9. create list of target audience who have shown interest in the past and retarget them on different digital channels

KU10. create the audience using past customers data and target them in the campaigns

KU11. do the scheduling of the campaigns based on day and time

KU12. set-up the display network campaigns and target the relevant websites to display the advertisement

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. draft documents to brief the team members about their tasks, deadlines and what should be the expected outcome

GS2. create progress report on the execution of digital marketing campaigns for the stakeholders

GS3. stay abreast with the latest digital marketing trends and best practices

GS4. keep updated with the new releases by ad platforms such as ad formats, new audience targeting features, change in the ad structure etc.

GS5. read and understand the data provided by the ad platform reports and analytics

GS6. collaborate with team members to explain the campaign requirements and communicate the deadlines

GS7. give regular feedback to the team members on the tasks being done by them

GS8. plan and delegate the campaign requirement tasks to the team members based on their core strength and expertise

GS9. work and communicate effectively with the team members to get the desired output

GS10. manage and meet project / task deadlines successfully

GS11. understand the core values of the brand/product/service and align it with the marketing communications

GS12. decide which campaigns need to be prioritized first based on its expected outcome and results

GS13. analyze technical campaign set-up issues such as conversion tracking not working or ads not triggering etc. and get it resolved

GS14. analyze the impact of various advertising elements on overall campaign performance

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Plan and prioritize the set-up of campaigns	**6**	**14**	**-**	**-**
PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results	3	7	-	-
PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources	3	7	-	-
Delegate tasks to the team members	**14**	**31**	**-**	**-**
PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.	5	10	-	-
PC4. delegate the campaign tasks to the team members along with set completion deadline	5	10	-	-
PC5. monitor the work progress, review the quality and give feedback to the team members	4	11	-	-
Review the set-up of campaigns	**10**	**25**	**-**	**-**
PC6. test and ensure that the conversion tracking is set-up properly for each campaign	3	7	-	-
PC7. review the target audience, keywords and scheduling of all the campaigns	4	11	-	-
PC8. review and ensure that the campaign budgets are set-up as per the plan	3	7	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0725
NOS Name	Plan and conduct digital marketing campaigns
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	23/02/2027
NSQC Clearance Date	24/02/2022

MES/N0727: Measure and report the performance of digital marketing campaigns

Description

This OS unit is about measuring the performance of digital marketing campaigns against the set goals and preparing reports.

Elements and Performance Criteria

Track and measure the performance of all digital marketing campaigns

To be competent, the user/individual on the job must be able to:

PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.

PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue

Prepare the campaign performance report for the key stakeholders

To be competent, the user/individual on the job must be able to:

PC3. document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI)

PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms

PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. track the performance of individual keywords in the search campaigns

KU5. find the performance metrics such as impressions, CTR, CPC, CPL, conversion rate etc.

KU6. use web analytics tools to analyze data such as website traffic and conversions

KU7. work with MS PowerPoint to create the analysis summary for the stakeholders

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. document the data provided by the advertising platforms

GS2. document the data provided by the web analytics tools and create the website traffic and conversion report

GS3. read and analyze the data provided by the advertising platforms

GS4. read and understand the data provided by the available web analytics tools

GS5. stay abreast with the latest digital marketing trends and best practices

GS6. collaborate with relevant people in the team to collect all the data to prepare reports and presentations

GS7. present the campaign performance and optimization reports to the stakeholders

GS8. present the website traffic and conversion report to the stakeholders

GS9. decide upon the frequency of reports so that it can be planned and created accordingly

GS10. analyze and interpret the quantitative data from the ad platforms and web analytics tools

GS11. plan the timelines and frequency of the reports and presentations

GS12. address comments on final reports and presentations and make the changes accordingly

GS13. test and analyze the impact of new features released by various ad platforms on the performance of campaigns

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Track and measure the performance of all digital marketing campaigns	**15**	**30**	-	-
PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.	10	15	-	-
PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue	5	15	-	-
Prepare the campaign performance report for the key stakeholders	**15**	**40**	-	-
PC3. document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI)	5	15	-	-
PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms	5	10	-	-
PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools	5	15	-	-
NOS Total	**30**	**70**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0727
NOS Name	Measure and report the performance of digital marketing campaigns
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	23/02/2027
NSQC Clearance Date	24/02/2022

MES/N0724: Develop a digital marketing strategy

Description

This OS unit is about developing an effective digital marketing strategy based on the organizations goals and objectives

Elements and Performance Criteria

Set-up digital marketing goals based on organizations objectives

To be competent, the user/individual on the job must be able to:

PC1. identify and understand organizations objectives for aligning digital marketing campaigns towards it

PC2. set-up clear, specific and measurable goals for each digital marketing campaign

Identify and understand the target audience

To be competent, the user/individual on the job must be able to:

PC3. analyze current customer base to find out their common characteristics and interests

PC4. research about the key competitors to identify who they are targeting and who are their current customers

PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research

Identify the digital channels and set-up campaign budgets

To be competent, the user/individual on the job must be able to:

PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals

PC7. set-up and allocate the budget for each digital marketing channel

Define KPIs to measure performance of campaigns

To be competent, the user/individual on the job must be able to:

PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome

PC9. set-up the frequency of performance reports to be created and shared with the stakeholders

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / service offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. major competitors of the organization and their offerings and target market

KU4. people to co-ordinate with, to approve and finalize the digital marketing plan along with the budgets

KU5. existing digital marketing efforts along with the performance of the campaigns

KU6. work with web and social analytics tools

KU7. do the competitor analysis to analyze their product offerings, customers and target market

KU8. evaluate the past customer data and do their demographics and interest profiling

KU9. create the profile of the ideal target customer using the available data

KU10. analyze the past campaigns data to find out the conversion rates and campaign Return On Investment (ROI)

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. create competitor analysis report with their product / service offerings, customers and target market

GS2. create audience analysis report from the data provided by the web and social analytics tools

GS3. stay abreast with the latest digital marketing trends and best practices

GS4. communicate and collaborate with team members for relevant data for research such as customers data

GS5. present the digital marketing strategy and implementation plan to the stakeholders

GS6. decide on which digital channels needs to be targeted based on the past performance and campaign goals

GS7. plan and allocate the budgets for different digital channels and campaigns based on the set goals

GS8. manage and meet project / task deadlines successfully

GS9. identify technical issues related to the website which affects the visibility and rankings of the website in the search results

GS10. analyze the web analytics and past customer data to identify the ideal target audience

GS11. analyze and understand past campaigns data and use it to identify best performing channels

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Set-up digital marketing goals based on organizations objectives	**6**	**14**	**-**	**-**
PC1. identify and understand organizations objectives for aligning digital marketing campaigns towards it	3	7	-	-
PC2. set-up clear, specific and measurable goals for each digital marketing campaign	3	7	-	-
Identify and understand the target audience	**10**	**25**	**-**	**-**
PC3. analyze current customer base to find out their common characteristics and interests	3	7	-	-
PC4. research about the key competitors to identify who they are targeting and who are their current customers	2	8	-	-
PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research	5	10	-	-
Identify the digital channels and set-up campaign budgets	**10**	**20**	**-**	**-**
PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals	5	10	-	-
PC7. set-up and allocate the budget for each digital marketing channel	5	10	-	-
Define KPIs to measure performance of campaigns	**4**	**11**	**-**	**-**
PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome	3	7	-	-
PC9. set-up the frequency of performance reports to be created and shared with the stakeholders	1	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	30	70	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0724
NOS Name	Develop a digital marketing strategy
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	23/02/2027
NSQC Clearance Date	24/02/2022

MES/N0728: Manage a team of marketing executives and their performance

Description

This OS unit is about effectively managing the team of marketing executives for implementing the digital marketing campaigns.

Elements and Performance Criteria

Delegate project tasks and set completion deadlines

To be competent, the user/individual on the job must be able to:

PC1. brief and share the high level campaign goals with the team members

PC2. define tasks clearly and delegate them based on the expertise and core competency of team members

PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)

Monitor teams work and give constructive feedback

To be competent, the user/individual on the job must be able to:

PC4. monitor the progress and quality of work done by the team members on a regular basis

PC5. assess the quality of work and give constructive feedback to the team members

Recognize efforts and keep the team motivated and focused

To be competent, the user/individual on the job must be able to:

PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them

PC7. support innovation and encourage sharing of new ideas

PC8. identify improvement areas and provide training for the growth and development of team members

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. organization goals that needs to be achieved through digital marketing

KU5. define the tasks clearly and delegate them to the team members

KU6. set the KPIs (key performance indicator) based on the tasks assigned

KU7. assess the progress and quality of work of the team members

KU8. identify the improvement areas to provide training and feedback

KU9. set task completion deadlines after estimating the required efforts

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. create project dashboards using project management tools to monitor project progress and manage project deadlines

GS2. create list of KPIs (key performance indicator) for each team member based on their tasks and responsibilities

GS3. stay abreast with the latest digital marketing trends and best practices

GS4. be updated with the new ad features released by advertisement platforms

GS5. monitor the progress of team members and their deadlines using project management tools

GS6. communicate and collaborate with team members for the execution and set-up of campaigns

GS7. give regular feedback to the team members based on their performance

GS8. present report and analysis on campaign performance to the stakeholders

GS9. decide upon the frequency of reports so that it can be planned and created accordingly

GS10. plan the activities, project workflow and timelines in accordance with the campaign requirements and objectives

GS11. organize and interpret data in a detailed and organized manner for the future use

GS12. manage and meet project / task deadlines successfully

GS13. how to identify issues which are affecting the performance of team members and take measures to resolve it

GS14. how to analyze the performance of team members based on the defined KPIs (key performance indicator) and give appropriate feedback

GS15. analyze progress of project and ensure it is on track to meet the set deadlines or else take remedial measures

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Delegate project tasks and set completion deadlines	**9**	**36**	**-**	**-**
PC1. brief and share the high level campaign goals with the team members	3	12	-	-
PC2. define tasks clearly and delegate them based on the expertise and core competency of team members	3	12	-	-
PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)	3	12	-	-
Monitor teams work and give constructive feedback	**13**	**12**	**-**	**-**
PC4. monitor the progress and quality of work done by the team members on a regular basis	3	12	-	-
PC5. assess the quality of work and give constructive feedback to the team members	10	-	-	-
Recognize efforts and keep the team motivated and focused	**23**	**7**	**-**	**-**
PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them	10	-	-	-
PC7. support innovation and encourage sharing of new ideas	10	-	-	-
PC8. identify improvement areas and provide training for the growth and development of team members	3	7	-	-
NOS Total	**45**	**55**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0728
NOS Name	Manage a team of marketing executives and their performance
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	23/02/2027
NSQC Clearance Date	24/02/2022

MES/N0726: Optimize campaigns performance and expenditure

Description

This OS unit is about optimizing digital marketing campaigns performance and expenditure based on the campaign insights.

Elements and Performance Criteria

Analyze the campaign insights on different channels

To be competent, the user/individual on the job must be able to:

PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.

PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives

PC3. create a comparison report to analyze campaigns performance on different channels such as search and social

PC4. analyze and remove the low performing keywords from the campaigns based on the insights

Delegate tasks to the team members

To be competent, the user/individual on the job must be able to:

PC5. stop the advertisement with low click-through rate (CTR) and conversion rates

Review the set-up of campaigns

To be competent, the user/individual on the job must be able to:

PC6. increase the bids for the best performing keywords to get higher advertising rankings

PC7. allocate more budgets towards the better performing campaigns generating higher return on investment

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. existing digital marketing efforts along with the campaigns performance

KU5. track and analyze performance metrics such as impressions, engagement, reach, conversion rates, cost per click, cost per action etc.

KU6. run keyword analysis report to analyze their performance

KU7. run auction insights report to compare performance against the key competitors

KU8. update bidding of keywords based on their performance

KU9. update the campaign budgets based on campaign insights

KU10. split-test different ad creatives and ad copies to optimize campaigns performance

KU11. do campaign scheduling based on most active hour of the day

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. create campaign insights and performance report for all the digital marketing campaigns

GS2. create campaign comparison report for all the campaigns on different digital channels

GS3. create ad copies for the campaigns both for search and social channels

GS4. stay abreast with the latest digital marketing trends and best practices

GS5. keep updated with the new feature release of different ad platforms

GS6. read and analyze the campaign insights provided by different ad platforms

GS7. communicate with team members for the execution of digital marketing campaigns

GS8. present the performance and optimization plan for digital marketing campaigns to the key stakeholders

GS9. plan and prioritize tasks based on their importance and expected outcome

GS10. manage and meet project / task deadlines successfully

GS11. prioritize and execute the campaign optimization tasks based on their importance

GS12. organize and interpret campaign analysis data in a detailed manner for the future use

GS13. decide upon the campaign optimization tasks that needs to be prioritized while analyzing the campaign performance

GS14. rectify the issues related to the delivery of campaigns such as the disapproval of search or social ads

GS15. analyze the performance insights of digital marketing campaigns to find the optimization opportunities

GS16. analyze the impact of campaign optimization on the performance of campaigns

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Analyze the campaign insights on different channels	**18**	**42**	**-**	**-**
PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.	5	10	-	-
PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives	5	10	-	-
PC3. create a comparison report to analyze campaigns performance on different channels such as search and social	4	11	-	-
PC4. analyze and remove the low performing keywords from the campaigns based on the insights	4	11	-	-
Delegate tasks to the team members	**4**	**11**	**-**	**-**
PC5. stop the advertisement with low click-through rate (CTR) and conversion rates	4	11	-	-
Review the set-up of campaigns	**8**	**17**	**-**	**-**
PC6. increase the bids for the best performing keywords to get higher advertising rankings	5	10	-	-
PC7. allocate more budgets towards the better performing campaigns generating higher return on investment	3	7	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0726
NOS Name	Optimize campaigns performance and expenditure
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	23/02/2027
NSQC Clearance Date	24/02/2022

MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

PC1. understand and comply with the organizations current health, safety and security policies and procedures

PC2. understand the safe working practices pertaining to own occupation

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

PC4. participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety

PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures

PC9. identify and recommend opportunities for improving health, safety, and security to the designated person

PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Organizations norms and policies relating to health and safety

KU2. Government norms and policies regarding health and safety and related emergency procedures

KU3. Limits of authority while dealing with risks/ hazards

KU4. The importance of maintaining high standards of health and safety at a workplace

KU5. The different types of health and safety hazards in a workplace

KU6. Safe working practices for own job role

KU7. Evacuation procedures and other arrangements for handling risks

KU8. Names and contact numbers of people responsible for health and safety in a workplace

KU9. How to summon medical assistance and the emergency services, where necessary

KU10. Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. how to write and provide feedback regarding health and safety to the concerned people

GS2. how to write and highlight potential risks or report a hazard to the concerned people

GS3. read instructions, policies, procedures and norms relating to health and safety

GS4. highlight potential risks and report hazards to the designated people

GS5. listen and communicate information with all anyone concerned or affected

GS6. make decisions on a suitable course of action or plan

GS7. plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS8. apply problem solving approaches in different situations

GS9. understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS10. apply balanced judgments in different situations

GS11. How to write and provide feedback regarding health and safety to the concerned people

GS12. How to write and highlight potential risks or report a hazard to the concerned people

GS13. Read instructions, policies, procedures and norms relating to health and safety

GS14. Highlight potential risks and report hazards to the designated people

GS15. Listen and communicate information with all anyone concerned or affected

GS16. Make decisions on a suitable course of action or plan

GS17. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS18. Apply problem solving approaches in different situations

GS19. build and maintain positive and effective relationships with colleges and customers

GS20. analyze data and activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**15**	**15**	**-**	**-**
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
Knowing the people responsible for health and safety and the resources available	**10**	**10**	**-**	**-**
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
Identifying and reporting risks	**18**	**17**	**-**	**-**
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
Complying with procedures in the event of an emergency	**7**	**8**	**-**	**-**
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Minimum Passing % at NOS Level: 70

(**Please note**: A Trainee must score the minimum percentage for each NOS separately as well as on the QP as a whole.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0725.Plan and conduct digital marketing campaigns	30	70	-	-	100	15
MES/N0727.Measure and report the performance of digital marketing campaigns	30	70	-	-	100	20
MES/N0724.Develop a digital marketing strategy	30	70	-	-	100	20
MES/N0728.Manage a team of marketing executives and their performance	45	55	-	-	100	15
MES/N0726.Optimize campaigns performance and expenditure	30	70	-	-	100	20
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	**215**	**385**	**-**	**-**	**600**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business 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.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) 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 (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications 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 a 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 quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Organisational Context	Organisational context includes the way the organisation 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 (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
VISUAL STYLE	Visual style comprises the look or appearance of the production including the lighting, colours, shadows, sets, costumes, locations and the way they will be captured on screen.
CREATIVE BRIEF	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
SHOOT SCHEDULE	Shoot schedule is a listing of the sequences/shots that need to be captured on each shoot day
MULTI CAMERA	Multi-camera is a method of shooting where multiple cameras are used to simultaneously capture different views/images
BUDGET	Budget is an estimate of the total cost of production that may include a break-up of cost components
TIMELINES	Timelines is a listing of dates by which the production milestones/stages need to be completed
CONTINUITY	Continuity represents the seemless transition from one shot to another
SCRIEPT	Script is a structured narrative of a story

SCREENPLAY	Screenplay is the script coupled with key characteristics of the scene and directions for acting
POST-PRODUCTION	Post-production is the final finishing phase of the production, where the raw footage is edited, special effects are added, music and sound are integrated, colour correction is done etc.
COLOUR GRADING	Colour grading is the process of enhancing and correcting the colours of the final production
DIGITAL INTERMEDIATE	Digital intermediate is the process where a film is digitised and the colour and image characteristics are modified
RECCE	Recce is a detailed visual and technical assessment of the attributes and suitability of a particular location for the shoot, usually through a personal visit
GRIPS	Grips is the department that specialises in mounting the camera on to tripods, dollies, cranes and other platforms for shoots
JIB	Jib is a device used for the movement of camera and operates like a see-saw, with the camera at one end and the camera controls at the other
LENSES	Lenses are used to capture images and are attached on to the body of the camera
FILTERS	Filters are used to alter the properties of light entering the camera lens. They are also used to create a number of special effects
DOLLY	Dolly is a platform with wheels on which the camera can be mounted and moved around during the shoots
MAGAZINES	Magazines are compartments within a camera that are used to hold the film tape
CLAPPER BOARDS	Clapper board is a slate that has information pertaining to each shot, used as a guide to mark shots and aid matching image with sounds
FOCUS LENGTH	Focus length is the angle of view from the lens
FRAMING	Framing is how the artists, objects, sets, locations etc. are positioned within the camera view for a single shot
MASTER SHOT	Also known as a cover shot, this shot is a long sequence that establishes an overview and aids assembly of smaller, closer shots with details