QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd Floor, FICCI Federation House

1 Tansen Marg, New Delhi 110001

Name and contact details of individual dealing with the submission

Name: SonalMathur

Position in the organisation: Project Manager

Address if different from above

Same as above.

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List of documents submitted in support of the Qualifications File

1. **Sector Profiling**
2. **Skill Gap Study**
3. **Occupational Map**
4. **Qualification Pack**
5. **Validation of Occupational Standards by Industry**
6. **Progression matrix**
7. **Protocol for Affiliation of Assessment Bodies and Assessment Framework**

QUALIFICATION FILE SUMMARY

Qualification Title	ADVERTISING OPERATIONS COORDINATOR (MES/ Q 0206)
Body/bodies which will assess candidates	MESC – Media & Entertainment Skill Council
Body/bodies which will award the certificate for the qualification.	MESC – Media & Entertainment Skill Council
Body which will accredit providers to offer the qualification.	MESC – Media & Entertainment Skill Council
Occupation(s) to which the qualification gives access	**Advertising Operations Coordinator** The individuals in this job are required to fulfil 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 and technical and delivery issues that might arise. The individual must also be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.
Proposed level of the qualification in the NSQF.	NSQF Level 4
Anticipated volume of training/learning required to complete the qualification.	**240 hours**
Entry requirements / recommendations.	Class XII Preferred: Graduate
Progression from the qualification.	Sales Executive/ Sales Manager
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress.
International Comparability	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)

Formal structure of the qualification

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
1. MES / N 0208 (Implement online advertisements)	**Mandatory**	72	4
2. MES / N 0209 (Ensure that online advertisements function smoothly)	**Mandatory**	72	4
3. MES N / 0216 (Prepare MIS reports)	**Mandatory**	72	4
4. MES N / 0218 (Maintain workplace health and safety)	**Mandatory**	24	4

Please attach any document giving further detail about the structure of the qualification – e.g. a Curriculum or Qualification Pack.
Give details of the document here:

Kindly refer:

- Qualification Pack

SECTION 1

ASSESSMENT

Name of assessment body:
If there will be more than one assessment body for this qualification, give details.

Aspiring Minds
NavritiTechnologies
Manipal City & Guilds

Will the assessment body be responsible for RPL assessment?

The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:
Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information:
- What will be assessed, i.e. the competency based on each NOS
- How assessment will occur i.e. methods of assessment
- When the assessment will occur
- Where the assessment will take place i.e. context of the assessment (workplace/simulation)
- The criteria for decision making i.e. those aspects that will guide judgements and
The assessment is conducted through theory, viva voce and practical.

Please attach any documents giving further information about assessment and/or RPL.
Give details of the document(s) here:

Kindly refer:

- Protocol for Affiliation of Assessment Bodies and Assessment Framework

- Validation of Occupational Standards by Industry

CRITERIA FOR ASSESSMENT OF TRAINEES

Advertising Operations Coordinator

MES/Q 0206

MESC – Media & Entertainment Skill Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical)

Assessment Outcome	Assessment Criteria	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
(Implement online advertisements)	PC1.Manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned	**100**	25	10	**50**
	PC2.Evaluate campaign performance and delivery		25	10	
	PC3.Check all the parameters to ensure that the advertising campaigns are implemented smoothly		25	15	
	PC4.Respond positively to feedback and changes in requirements		25	15	
		Total	100	50	50
Ensure that online advertisements function smoothly	PC1.Serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required	100	20	10	50
	PC2.Operate and control the online advertisement hardware and software systems and servers		10	5	

	PC3.Identify any issues that may be occurring with the implementation			20	10
	PC4.Help resolve the issues efficiently and effectively			15	5
	PC5.Take precautions to ensure that the implementation is carried out smoothly			20	10
	PC6.Respond positively to feedback and changes in requirements			15	10
		Total	100	50	50
Prepare MIS reports	PC1.Gather raw data from the various advertising systems used by the individual			15	10
	PC2.Interpret information by performing different analyses and draw suitable insights			15	5
	PC3.Present information in an easy to understand format, that is acceptable to the organization			10	5
	PC4.Refresh information with latest data from time to time		**100**	10	5	**50**
	PC5.Understand the different types of reports expected by the management/ other internal functions			10	5
	PC6.Prepare and present information in the defined format to meet requirements			15	10
	PC7.Respond positively to feedback and changes in requirements			10	5
	PC8.Continuously review the reports to identify key trends and other variances			15	5
		Total	100	50	50
Maintain workplace health and safety Description	PC1. Understand and comply with the organization's current health, safety and security policies and procedures			10	5
	PC2. Understand the safe working practices pertaining to own occupation			10	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			5	3
	PC4. Participate in organization health and safety knowledge sessions and drills		**100**	5	2	**50**
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency			10	5
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms			10	5
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety			10	5
	PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures			10	5

	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		Total	100	50	50

SECTION 2
EVIDENCE OF NEED

What evidence is there that the qualification is needed?

In early 2013 MESC commissioned E & Y to conduct a survey to understand the various sectorial needs in media and entertainment that is Film, Television, Print , Animation , Gaming, Digital , OOH and Advertising.

After extensive interviewing with the media and entertainment community across India, it was evident that this qualification pack is highly in demand at the entry level in the industry.

What is the estimated uptake of this qualification and what is the basis of this estimate?

There is a demand for ~40,000 Ad Sales professionals across the media industry (Rough estimate)

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

As part of the skilled Gap Survey we have done functional mapping for all the job roles ,ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and horizontal multiskilling.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

The qualifications will be revised and updated when any one of the below instances occur
1. **24 months from the approval of the NSQC**
2. **If less than 50% of the certified candidates get employed.**
3. **When there is significant improvement in technology/ processes for executing the job role.**

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here:
Kindly refer:

- MESC Skill Gap Study

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

ADVERTISING OPERATIONS COORDINATOR (MES/Q-0206)					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The jobholder needs to evaluate campaign performance, trafficking online inventory, troubleshoot issues in process/technology, and use data to draw insights for reporting and preparing MIS reports. The jobholder also needs to identify and understand the health, safety and security risks prevalent in the workplace.	The jobholder needs to know and understand the company's product offering and positioning within the internet industry, roles and responsibilities within the advertisement operations and the fundamentals of online advertising. The jobholder also needs to understand the organizations norms and policies relating to advertising and preparing MIS reports. Advertising Operations Coordinator must also understand	The jobholder should be equipped with logical skills like, planning and organising, Analytical thinking, problem solving and decision making. They are required to plan activities to ensure that all trafficking requirements are executed within the specified time, interpret the impact of new product launches, workflow changes on online advertisements and data management. Advertising	Advertising Operations Coordinator must be competent in preparing a management dashboard that puts together data from various sources for analysis and generate advertisement reports for media campaigns. The jobholder needs to understand client requirements from sales personnel and liaise with marketing department and billing teams to gather requirements on advertisement reports. Moreover the individual must organize and store documentation and access information to draw insights.	Advertising Operations Coordinator must be able to manage traffic operations to fulfil sales orders for online campaigns and ensuring that media bought by advertisers are placed as planned. The jobholder must be able to evaluate campaign performance and delivery and respond positively to feedback, to serve as a bridge between the sales and technology functions within the company and identify issues that may be occurring with the implementation.	4

	the norms and policies relating to health and safety and the importance of maintaining high standards of health and safety at a workplace.	Operations coordinator is required to understand the hazards and plan and organize resources to deal with the risks.	Advertising Operations Coordinator must highlight the potential risks in a workplace and provide feedback to the concerned people.	Moreover, gathering raw data and drawing suitable insights. Advertising Operations Coordinator must understand the health, safety and security risks prevalent in the workplace and identifying people responsible for the same.	
LEVEL-4	**LEVEL-4**	**LEVEL-4**	**LEVEL-4**	**LEVEL-4**	**LEVEL-4**

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] (**Optional)**
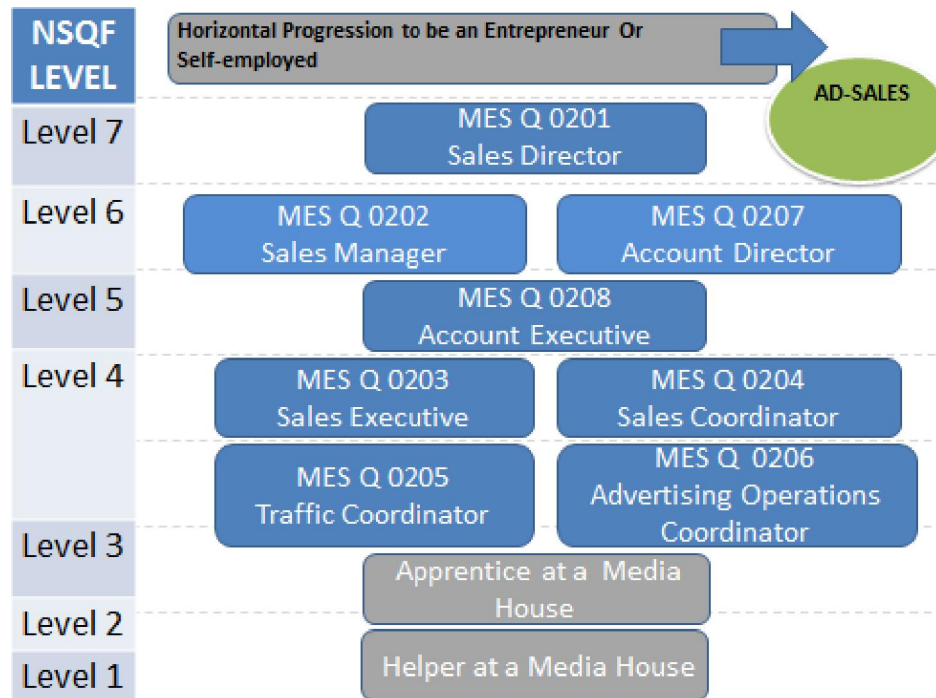
Kindly refer:

- Occupational Map

Summary of other evidence (if used):

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here:
Kindly refer:

- NSQF Progression Matrices