

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

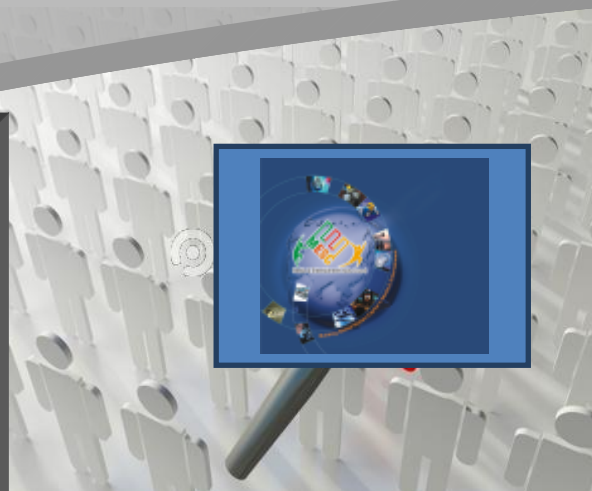
### What are Occupational Standards(OS)?

- 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.

Job Details	<b>Qualifications Pack Code</b>	<b>MES/ Q 0207</b>		
	<b>Job Role</b>	<b>Account Director (Advertising Agency)</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>Advertising</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>Account Director (Advertising Agency)</b>
<b>Role Description</b>	Manage the clients advertisement portfolio
<b>NSQF level</b>	6
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	Post-Graduate
<b>Training</b> (Suggested but not mandatory)	Account management, Advertising
<b>Experience</b>	4-6 years
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES N / 0201 (Keep apprised with developments in the industry)</a></li> <li><a href="#">MES N / 0213 (Understanding the requirements and creative goals of the client)</a></li> <li><a href="#">MES N / 0214 (Manage delivery of work products)</a></li> <li><a href="#">MES N / 0218 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
<b>Performance Criteria</b>	As described in the relevant OS units

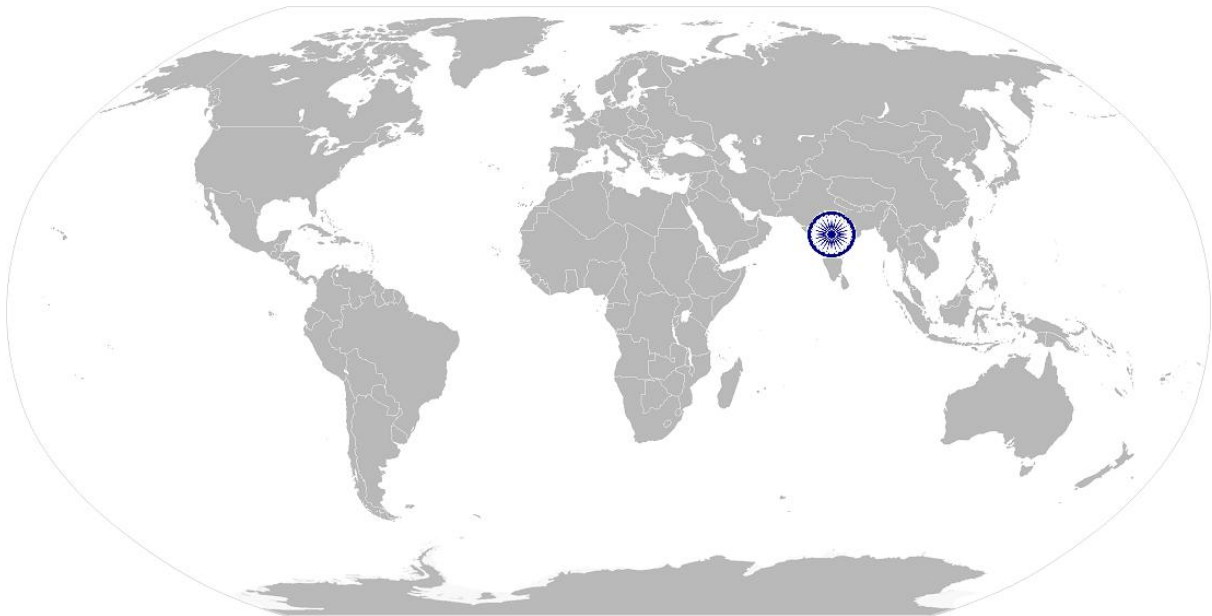
**Definitions**

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
NVQF	National Vocational Qualifications Framework

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# National Occupational Standard



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## Overview

This unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively

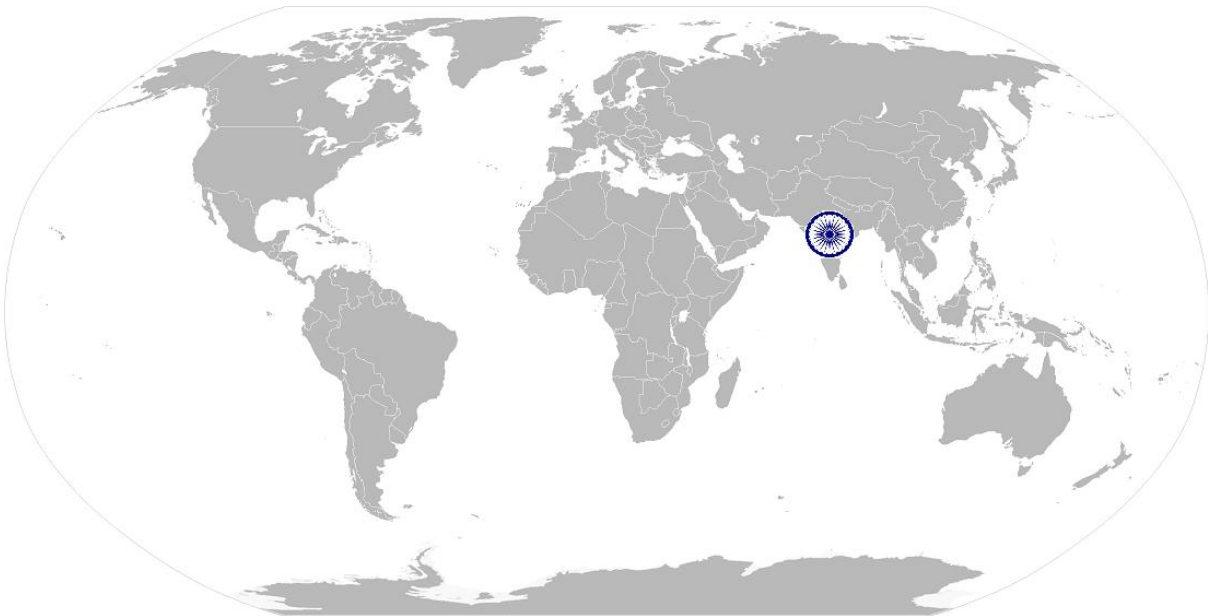
<b>Unit Code</b>	MES/ N 0201
<b>Unit Title (Task)</b>	Keeping apprised with developments in the industry
<b>Description</b>	This OS unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Monitoring and understanding the market and the competitors and continuously seeking out new opportunities</li> <li>Identifying information needed to carry out the job effectively</li> <li>Identifying new innovations and future developments that might benefit the organization or the clients</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Monitoring and understanding the market and the competitors and continuously seeking out new opportunities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Monitor any changes or updates in the market</p> <p>PC2. Understand the market, its various elements and how they affect the organization</p> <p>PC3. Identify new opportunities in the market</p> <p>PC4. Analyze how these opportunities can be leveraged to benefit the organization</p> <p>PC5. Identify who the competitors are, who their major clients are and how their activity is changing</p>
Identifying information needed to carry out the job effectively	<p>PC6. Extract key facts from formal and informal sources and analyze how it can be used by the organization</p> <p>PC7. Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices</p> <p>PC8. Keep up-to-date with the laws and any other regulations that can apply to the organization</p>
Identifying new innovations and future developments that might benefit the organization or the clients	<p>PC9. Keep track of any changes in the industry and how they can be converted into useful opportunities</p> <p>PC10. Analyze the market and forecast what the powerful trends would be that can affect the organization in any way</p> <p>PC11. Keep up-to-date with any changes in policies that can affect the client's business</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 brand and the market position of the organization</p> <p>KA2. Organization's capabilities, culture, ways of working and marketing mix</p> <p>KA3. Different business functions in the organization and the various aspects related to the job role</p>

Keep apprised with developments in the industry

<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. Fundamentals of advertising and marketing</li> <li>KB2. How to prepare a brief for sales or account teams</li> <li>KB3. How to present the idea/concept to the client</li> <li>KB4. How to present the final work-products</li> <li>KB5. Applicable legal and regulatory requirements</li> </ul>
<p><b>Skills (S) (Optional)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. Prepare a brief that effectively encapsulates the idea and its impact</li> <li>SA2. Prepare a brief about the industry trends and how they can impact the client</li> <li>SA3. Prepare client reports and presentations, as required</li> <li>SA4. Prepare a presentation about industry trends for the internal teams</li> </ul> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA5. Read and interpret all relevant research information</li> </ul> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA6. Liaise with the client and internal teams and ensure that the former's needs are understood and well-executed by the latter</li> <li>SA7. Discuss and finalize the changes in accordance with the industry trends and how they are to be implemented</li> <li>SA8. Review and present final information to the respective teams</li> </ul>
<p><b>B. Professional Skills</b></p>	<p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. Organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trends</li> </ul> <p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB2. Ensure that the information gathered is relevant to the clients and their business</li> </ul> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB3. Tackle issues that may arise due to industry changes and minimize the impact it may have on the organization's functioning</li> </ul>

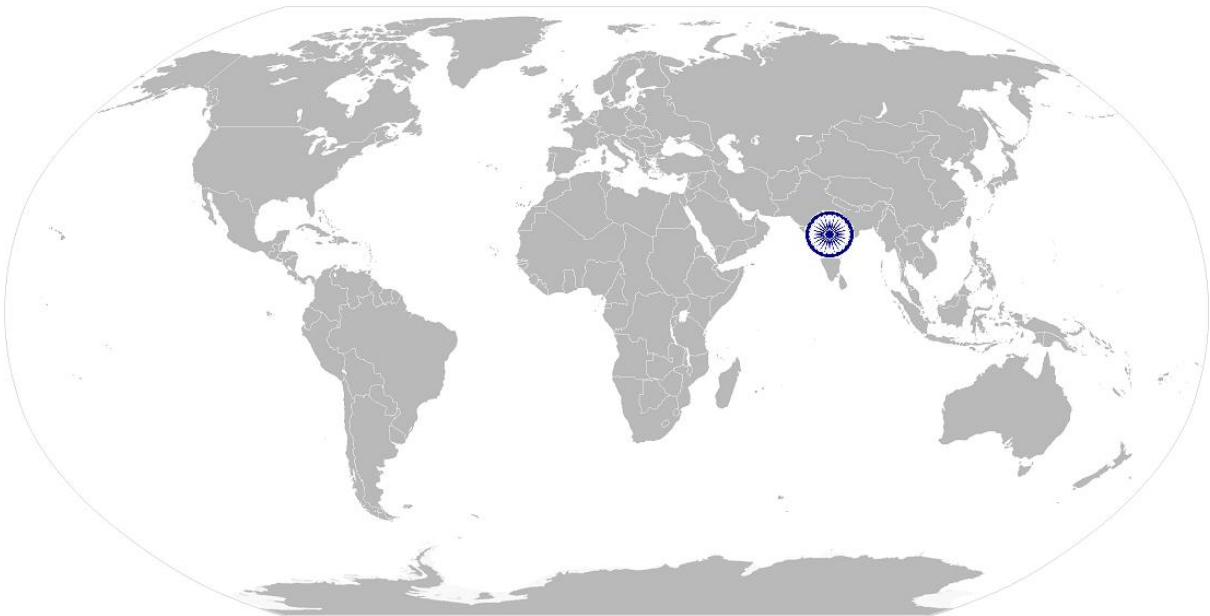
## NOS Version Control

<b>NOS Code</b>	MES / N 0201		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Advertising	<b>Last reviewed on</b>	21/11/14
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/11/16





# National Occupational Standard



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## Overview

This unit is about understanding the advertising requirements and creative goals of the client

<b>Unit Code</b>	MES/ N 0213
<b>Unit Title (Task)</b>	Understanding the requirements and goals of clients
<b>Description</b>	This OS unit is about understanding the advertising requirements and creative goals of the client
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Understanding the advertisement requirements and creative goals of clients: <ul style="list-style-type: none"> <li>Across a range of media vehicles including Television, Print, Radio, Digital, Out-Of-Home</li> </ul> </li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Understanding the advertisement requirements and creative goals of the client	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Research and understand the creative brief received from the advertiser</p> <p>PC2. Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required</p> <p>PC3. Interact and gather information effectively from the client to be able to create successful advertising solutions, as required</p> <p>PC4. Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs</p> <p>PC5. Respond positively to feedback and changes in creative requirements</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 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>
<b>B. Technical Knowledge</b>	<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 effectively listen and understand client needs and objectives</p> <p>KB3. How to ask the right questions and gather information effectively</p> <p>KB4. How to discuss, flesh out and specify the objectives and creative vision of the client, where appropriate</p> <p>KB5. How to present the idea/concept to the client and solicit their approval</p> <p>KB6. The production costs for a variety of advertisements across mediums, and their fit with client needs</p> <p>KB7. Applicable legal and regulatory requirements</p>

**Understanding the requirements and creative goals of the client**

<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: SA1. Detail out the client’s requirements and objectives
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA2. Read the advertiser’s media plan and campaign details
	<b>Oral Communication (Listening and Speaking skills)</b>
The user/individual on the job needs to know and understand how to: SA3. Liaise with the client and creative/ art & design teams and ensure that the former’s needs are understood and well-executed by the latter	
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Ensure that the advertising end-products are prepared and presented in line with pre-determined client requirements and creative goals
	<b>Problem Solving</b>
The user/individual on the job needs to know and understand how to: SB2. Identify problems with the effective execution of the task and undertake measures to overcome them	





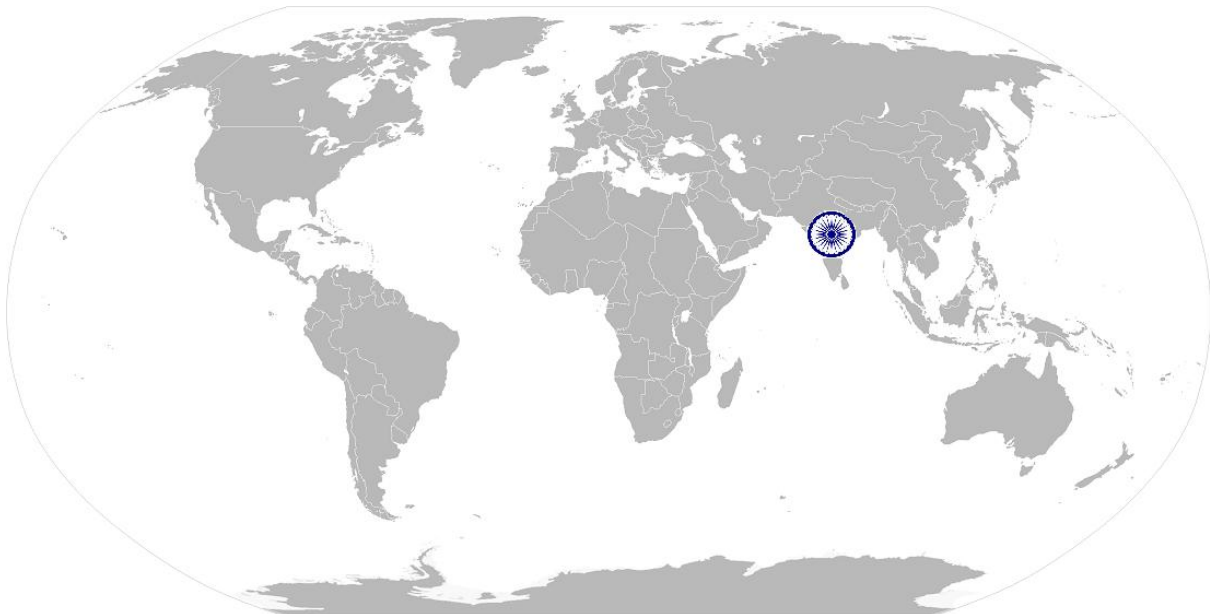
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Understanding the requirements and creative goals of the client

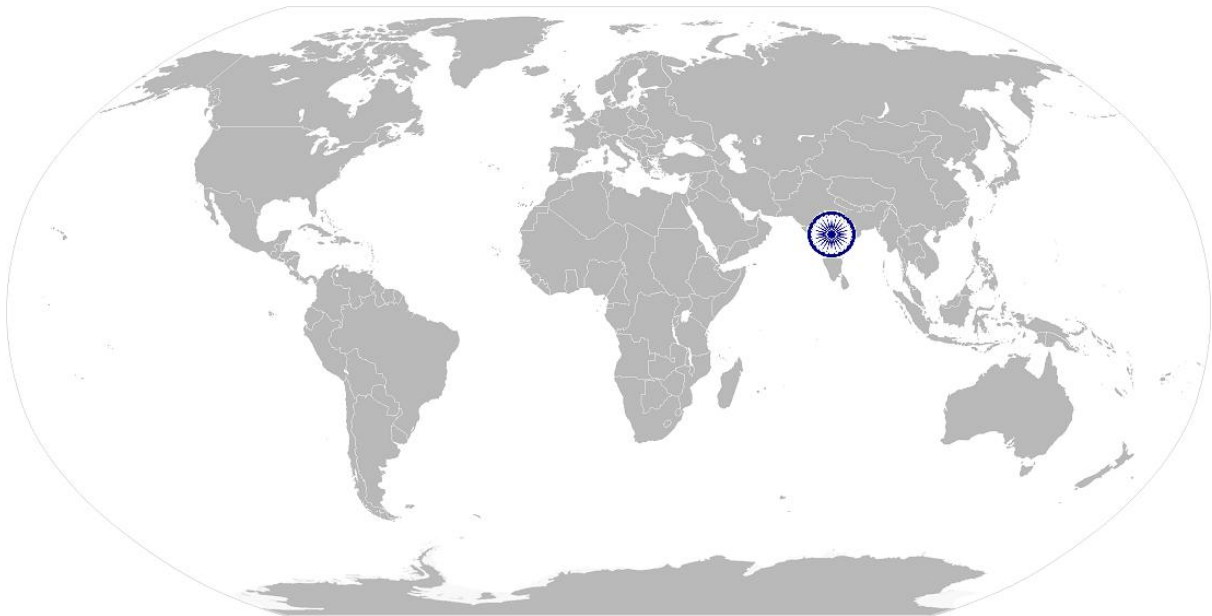
**NOS Version Control**

<b>NOS Code</b>	<b>MES / N 0213</b>		
<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>Advertising</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>



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# National Occupational Standard



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## Overview

**This unit is about managing the preparation and presentation of final work products to the client based on their requirements**

<b>Unit Code</b>	MES/ N 0214
<b>Unit Title (Task)</b>	Manage delivery of work products
<b>Description</b>	This OS unit is about managing the preparation and presentation of final work products to the client based on their requirements
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Oversee preparation of work products</li> <li>Present final work products</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Oversee preparation of work products	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Oversee the preparation of final work products in meeting client needs</li> <li>PC2. Select a presentation method that is appropriate to the information to be conveyed</li> <li>PC3. Troubleshoot and manage any issues that may arise during the preparation of work products</li> <li>PC4. Obtain approval, or liaise with relevant senior personnel (eg: Art Director) on final work-products, if appropriate</li> </ul>
Present final work products	<ul style="list-style-type: none"> <li>PC5. Effectively present end-products and how the client's requirements have been met</li> <li>PC6. Communicate the journey to arrive at the end product- the rationale for decisions, an the selection of tools, techniques, mediums etc.- highlighting how they best serve the client's desired objectives</li> <li>PC7. Make clear any assumptions and degrees of uncertainty</li> <li>PC8. Respond positively to feedback and any changes requested</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. The clients advertising budget, vision and objectives</li> <li>KA2. The client's advertising plan and campaign</li> <li>KA3. Industry norms and standards in presenting work products</li> <li>KA4. The products/services offered by your organization as opposed to those by your competitors</li> <li>KA5. Organizational policies for constructing presentations/work products, including an end-product's format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients</li> <li>KA6. Departments within the organization that may provide information and assistance in preparing the product</li> </ul>

**Manage delivery of work products**

<p><b>B. Technical Knowledge</b></p>	<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 &amp; design teams</p> <p>KB3. How to present initial ideas/concepts regarding the work product 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 select the most effective presentation formats, tools and techniques</p> <p>KB6. How to effectively present final work-products and communicate how the objectives and creative vision of the client has been met</p> <p>KB7. Applicable legal and regulatory requirements</p>
<p><b>Skills (S) (Optional)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Oversee the preparation of end-products that encapsulate the client’s vision and meets requirements</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read the advertisers media plan and campaign details</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Liaise with the client and ensure that interim concepts and work-products are in line with requirements and creative goals</p> <p>SA4. Effectively communicate client objectives and vision with the creative / art&amp;design team</p> <p>SA5. Review and present final advertising end-products to the client</p>
<p><b>B. Professional Skills</b></p>	<p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Ensure that the advertising end-products are prepared and presented to the client within the time-frame committed</p> <p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Ensure that the advertising end-products achieve the objectives set out and agreed upon with the client</p> <p><b>Problem Solving</b></p> <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>



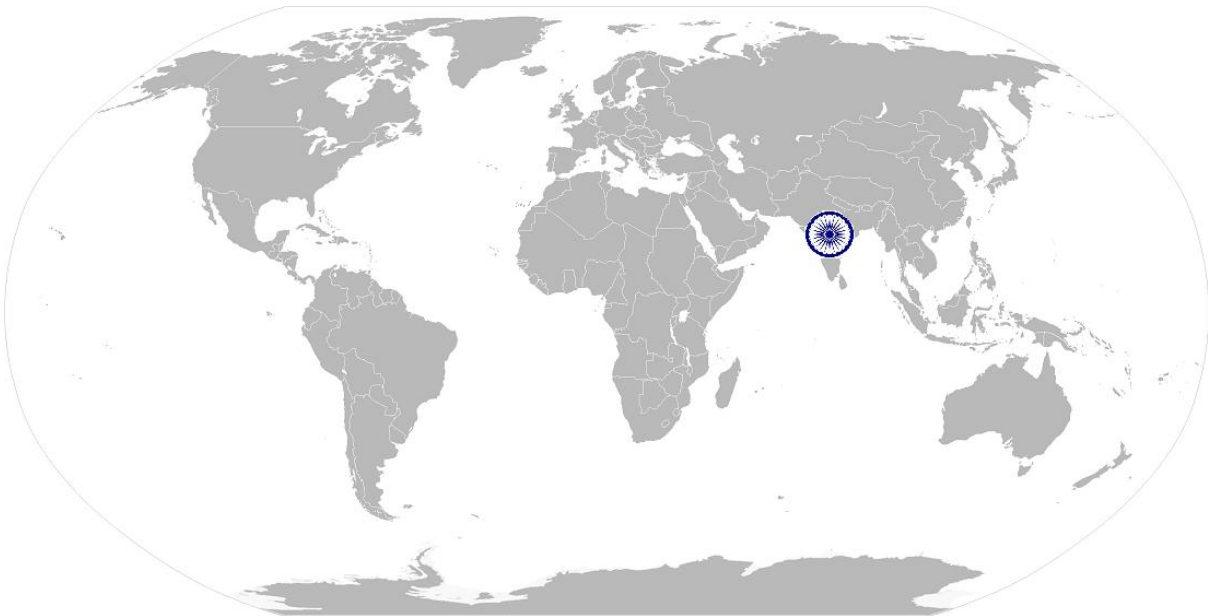
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Manage delivery of work products

## NOS Version Control

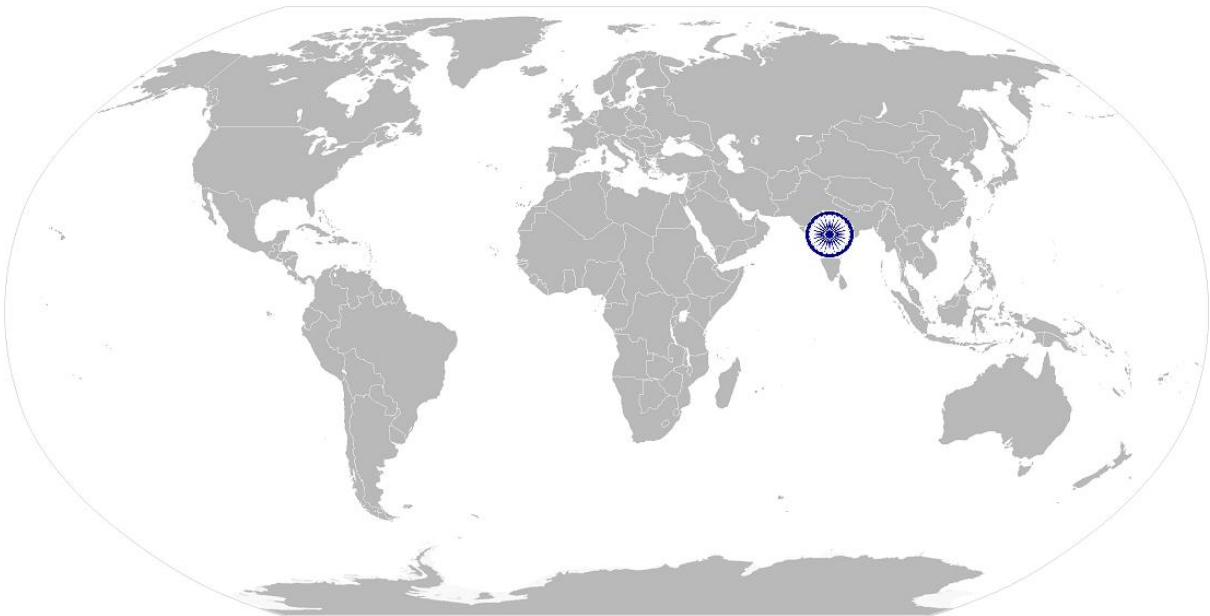
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# National Occupational Standard



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## Overview

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

**Maintain workplace health and safety**

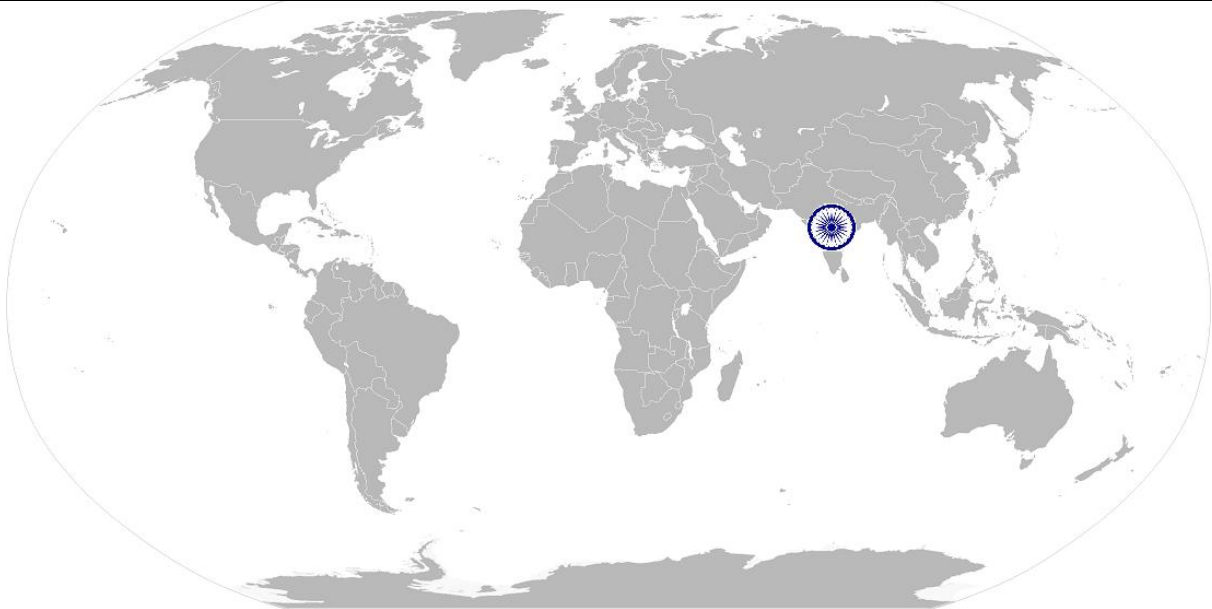
<b>Unit Code</b>	<b>MES/ N 0218</b>
<b>Unit Title (Task)</b>	<b>Maintain workplace health and safety</b>
<b>Description</b>	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Understanding the health, safety and security risks prevalent in the workplace</li> <li>• Knowing the people responsible for health and safety and the resources available</li> <li>• Identifying and reporting risks</li> <li>• Complying with procedures in the event of an emergency</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>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</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>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</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organization's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related</p>

**Maintain workplace health and safety**

company / organization and its processes)	<p>emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipment, systems and/or machines</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
<b>C. Professional Skills</b>	<p><b>Decision making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgments in different situations</p>

## NOS Version Control

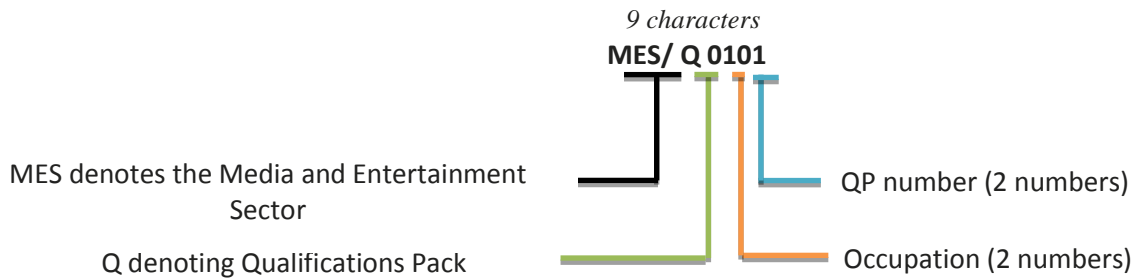
<b>NOS Code</b>	MES / N 0218		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	21/11/14
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/11/16



## Annexure

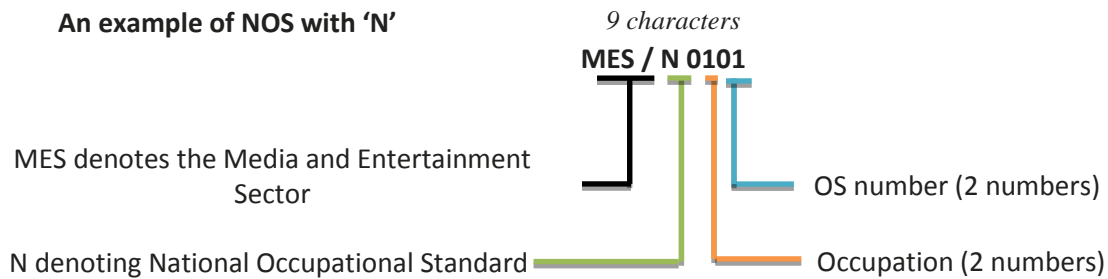
### Nomenclature for QP and NOS

#### 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
<b>Three letters</b>	Media and Entertainment	MES
<b>Slash</b>	/	/
<b>Next letter</b>	Whether <b>QP</b> or <b>NOS</b>	Q
<b>Next two numbers</b>	Ad Sales / Account Management/ Scheduling/ Traffic	02
<b>Next two numbers</b>	Account Director (Advertising Agency)	07