

fa QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

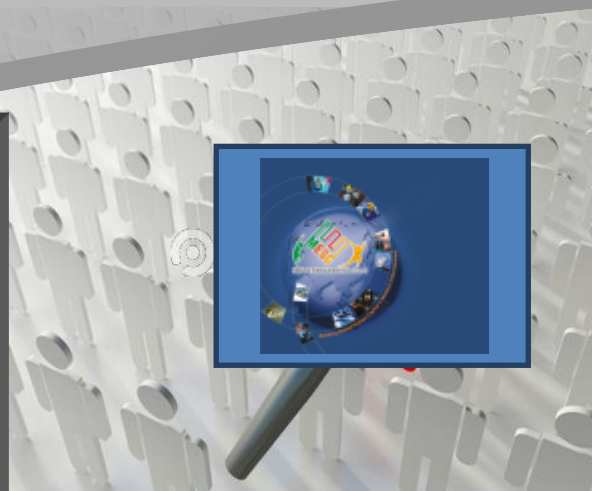
What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack- Account Executive (Advertising Agency)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Advertising

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/ Q 0208

ALIGNED TO: NCO-2004/Nil

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

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

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

Job Details	Qualifications Pack Code	MES/ Q 0208		
	Job Role	Account Executive (Advertising Agency) This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	09/11/14
	Sub-sector	Advertising	Last reviewed on	21/11/14
	Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16

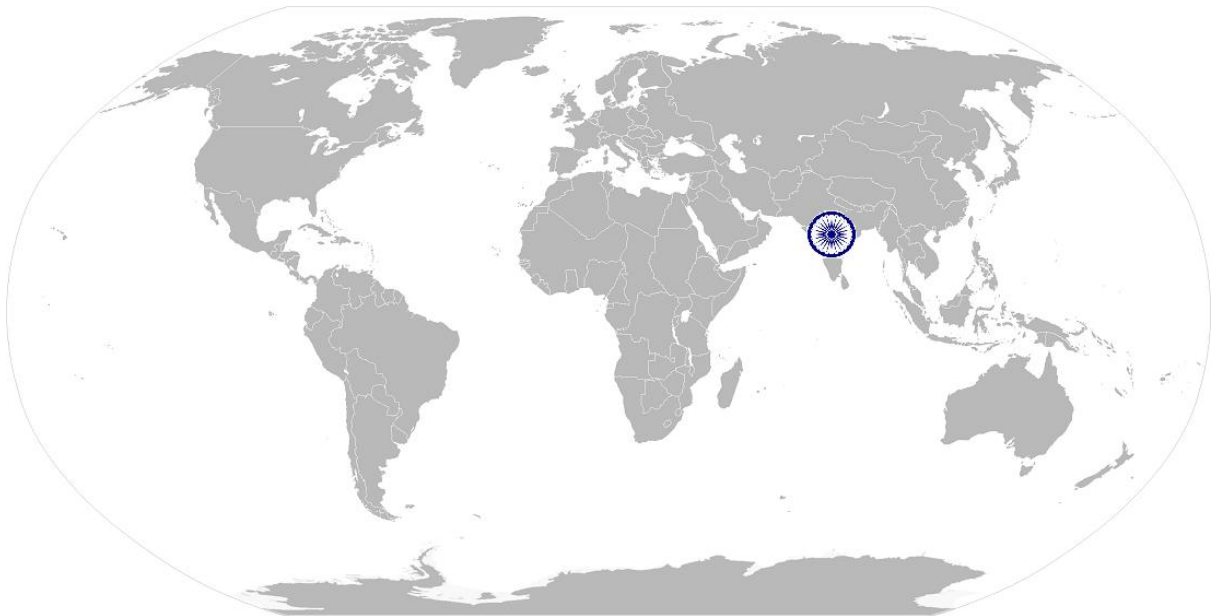
Job Role	Account Executive (Advertising Agency)
Role Description	Manage preparation of clients' advertising end-products
NSQF level	5
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post Graduate
Training (Suggested but not mandatory)	Account management, Advertising
Experience	3-5 years
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES N / 0213 (Understanding the requirements and creative goals of the client) MES N / 0215 (Coordinating with creative teams as well as external vendors) MES N / 0216 (Prepare MIS reports) MES N / 0218 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Campaign	Advertisement effort across media platforms, planned during a specific time period
Day parts	Specific time-slots during the day
Effective rate	The final advertisement rate offered to the client after discounts
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
Make-good	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
Market share	The share of the company in the total market of a product/service
Media buyer	An individual handling purchases of advertising space/time across advertising mediums
Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
Rate	The fee for a unit of advertisement space or time
Reach	The total size of the audience that the medium is able to communicate with
Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
Schedule	A list of advertisements planned to be a part of the campaign
Sponsorship	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
Target Audience	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
Target Market	The geographic area over which the advertising campaign is focused
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique

	employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

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

Unit Code	MES/ N 0213
Unit Title (Task)	Understanding the requirements and goals of clients
Description	This OS unit is about understanding the advertising requirements and creative goals of the client
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding the advertisement requirements and creative goals of clients: <ul style="list-style-type: none"> Across a range of media vehicles including Television, Print, Radio, Digital, Out-Of-Home
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the advertisement requirements and creative goals of the client	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Research and understand the creative brief received from the advertiser PC2. Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required PC3. Interact and gather information effectively from the client to be able to create successful advertising solutions, as required PC4. Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs PC5. Respond positively to feedback and changes in creative requirements
Knowledge and Understanding (K)	
A. Organizational Context (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"> KB1. The advertising process followed at the agency KB2. The client's advertising budget, vision and objectives KB3. The client's advertising plan and campaign
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. Fundamentals of advertising and marketing KB2. How to effectively listen and understand client needs and objectives KB3. How to ask the right questions and gather information effectively KB4. How to discuss, flesh out and specify the objectives and creative vision of the client, where appropriate KB5. How to present the idea/concept to the client and solicit their approval KB6. The production costs for a variety of advertisements across mediums, and their fit with client needs KB7. Applicable legal and regulatory requirements
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Detail out the client's requirements and objectives

Understanding the requirements and creative goals of the client

	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read the advertiser’s media plan and campaign details
	Oral Communication (Listening and Speaking skills)
	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. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Ensure that the advertising end-products are prepared and presented in line with pre-determined client requirements and creative goals
	Problem Solving
	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





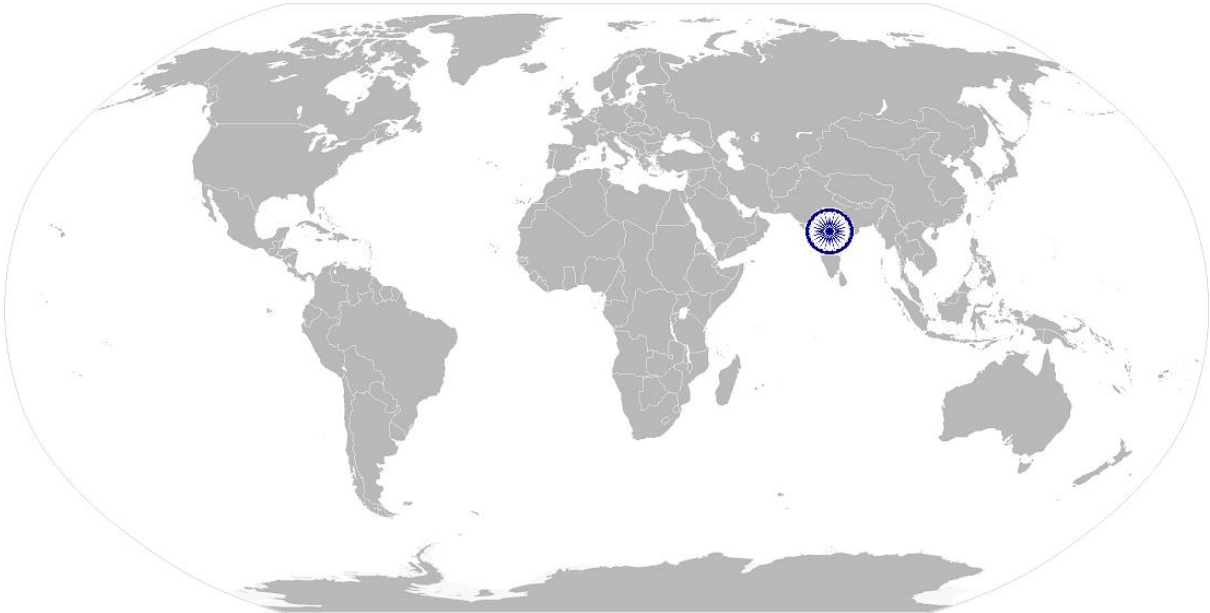
MES/ N 0213



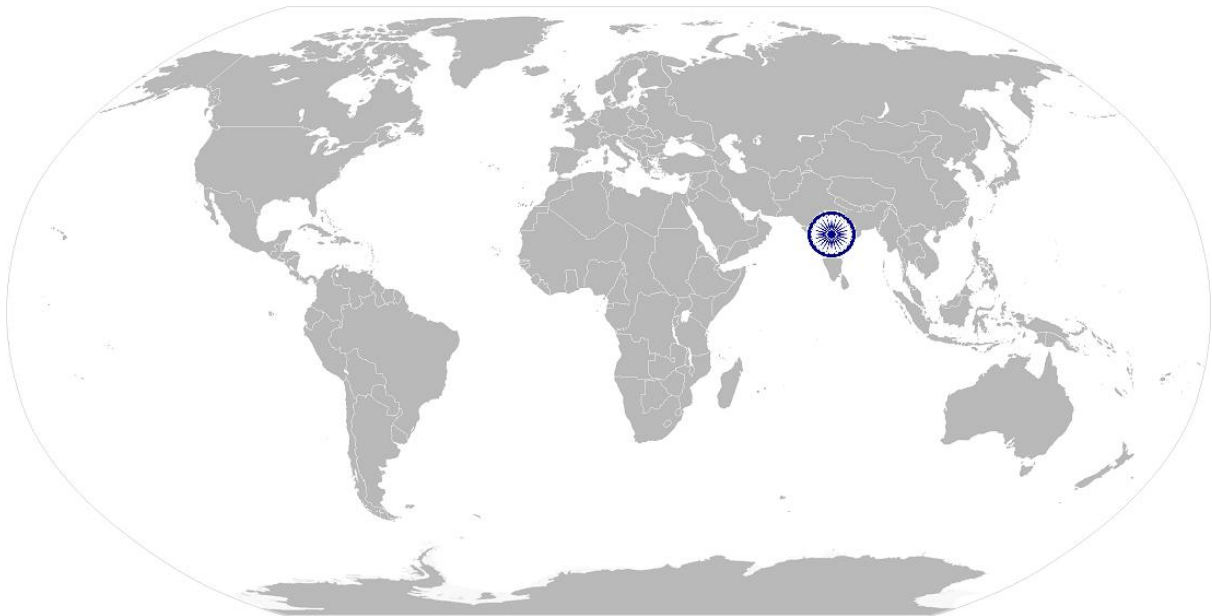
Understanding the requirements and creative goals of the client

NOS Version Control

NOS Code	MES / N 0213		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Advertising	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16



National Occupational Standard



Overview

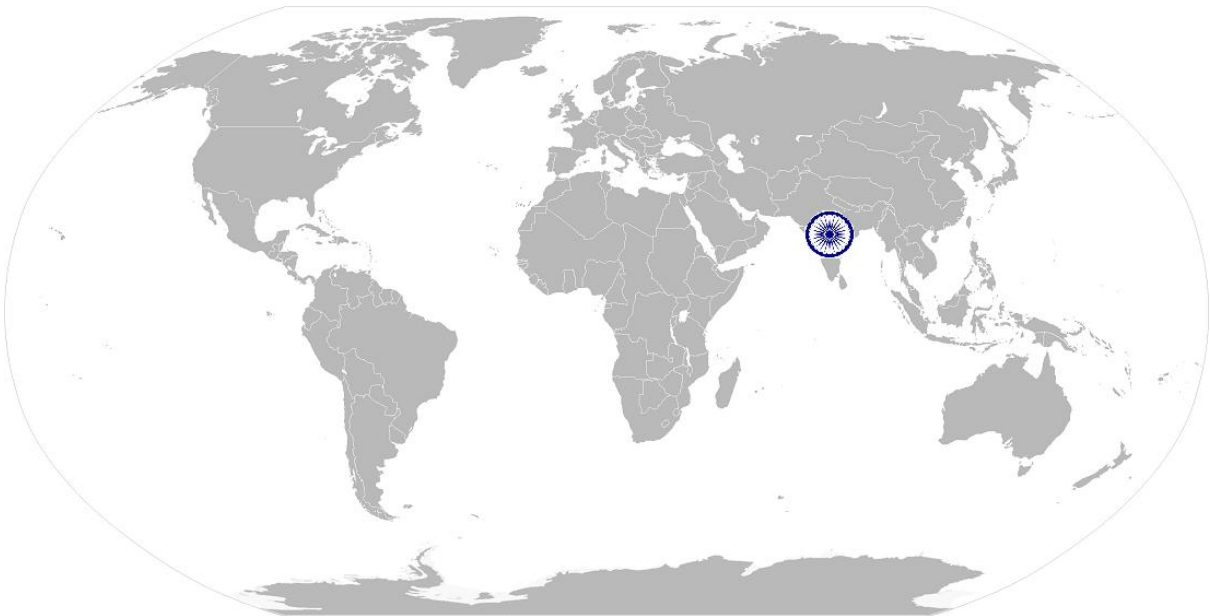
This unit is about liaising between the client and the creative/ art & design departments to deliver the required advertising end-products

Unit Code	MES/ N 0215
Unit Title (Task)	Coordinating with creative teams and external vendors
Description	This OS unit is about liaising between the client and the creative/ art & design departments to deliver the required advertising end-products
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Liaising between the client and the creative/ art & design departments • Across a range of media vehicles including Television, Print, Radio, Digital, Out-Of-Home
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Liaising between the client and the creative/ art & design departments	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team</p> <p>PC2. Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately</p> <p>PC3. Estimate agency fees to develop the advertisement</p> <p>PC4. Negotiate with third-party vendors developing the advertisement (if required)</p> <p>PC5. Obtain approval on the fee/ ideas/ concepts</p> <p>PC6. Oversee preparation of the advertisement to ensure that the advertisers needs are met</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The advertising process followed at the agency</p> <p>KA2. The clients advertising budget, vision and objectives</p> <p>KA3. The client's advertising plan and campaign</p> <p>KA4. The third-party vendors that a company deals with</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Fundamentals of advertising and marketing</p> <p>KB2. How to prepare a brief for the creative/ art & design teams that clearly specifies client objectives</p> <p>KB3. How to liaise and communicate effectively with the creative/ art & design teams, outlining client goals and creative vision</p> <p>KB4. How to present the idea/concept to the client and solicit their approval</p> <p>KB5. The production costs for a variety of advertisements across mediums</p> <p>KB6. How to estimate the costs involved to prepare an advertisement across media vehicles and coordinate the preparation of an invoice</p> <p>KB7. How to negotiate with third-party vendors</p> <p>KB8. Applicable legal and regulatory requirements</p>

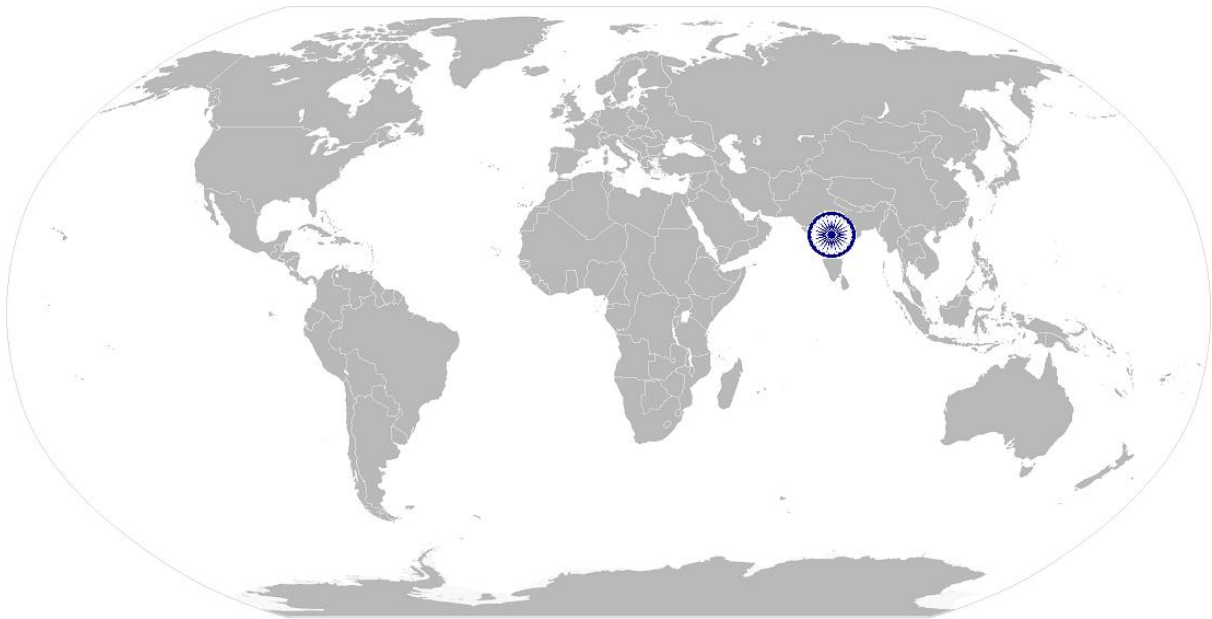
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare a brief for the creative/ art & design team that encapsulates the client's vision and expectations from the end-product SA2. Supervise/prepare a brief for the creative/ art & design team that encapsulates the client's vision and expectations from the end-product SA3. Prepare, or coordinate the preparation, of client and vendor billings and invoices, as required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. Read the advertisers media plan and campaign details
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. Liaise with the client and creative/ art & design teams and ensure that the former's needs are understood and well-executed by the latter SA6. Discuss and finalise the fee to be charged for preparing an advertisement
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. Ensure that the advertising end-products are prepared and presented to the client within the time-frame committed
	Problem Solving
	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

NOS Version Control

NOS Code	MES / N 0215		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Advertising	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16



National Occupational Standard



Overview

This unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role

Unit Code	MES/ N 0216
Unit Title (Task)	Prepare MIS reports
Description	This OS unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role
Scope	This unit/task covers: <ul style="list-style-type: none"> Using data from functional systems and processes to draw insights for reporting Preparing MIS reports
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Using data from systems and processes to draw insights for reporting	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Gather raw data from the various advertising systems used by the individual PC2. Interpret information by performing different analyses and draw suitable insights PC3. Present information in an easy to understand format, that is acceptable to the organisation PC4. Refresh information with latest data from time to time
Preparing MIS reports	<ul style="list-style-type: none"> PC5. Understand the different types of reports expected by the management/ other internal functions PC6. Prepare and present information in the defined format to meet requirements PC7. Respond positively to feedback and changes in requirements PC8. Continuously review the reports to identify key trends and other variances
Knowledge and Understanding (K)	
A. Organizational Context (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"> KA1. Organizational norms and policies relating to advertising KA2. Organizational policies for constructing MIS reports, including the reports' format, readability, guidelines, the imperatives it must incorporate and the terms and conditions for serving different clients

MES/ N 0216

Prepare MIS reports

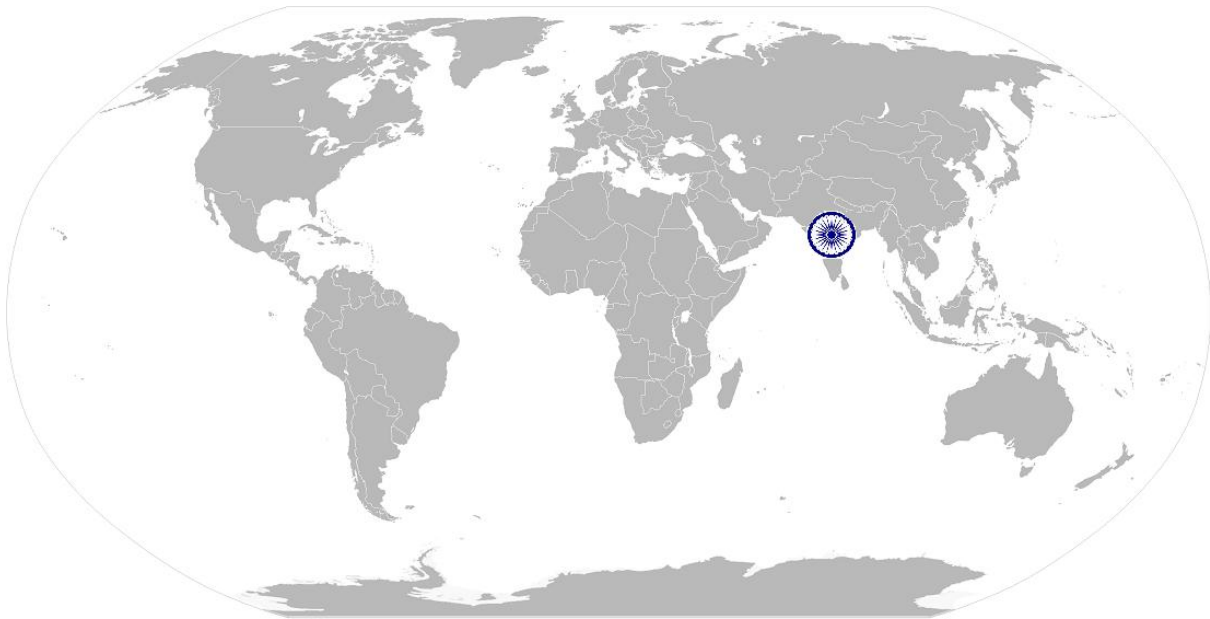
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Forecasts, objectives, targets and key performance indicators for the activities that are undertaken</p> <p>KB2. The problems and issues which may impact upon the achievement of objectives, targets and key performance indicators</p> <p>KB3. The information needed to be able to carry out analyses</p> <p>KB4. How to realise the expected output from the MIS reports through the information available</p> <p>KB5. How to interpret the information and draw suitable insights</p> <p>KB6. How to analyse information in different ways</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Organize and store documentation</p> <p>SA2. Access information available through internal processes/ systems to draw insights</p> <p>SA3. Create and maintain advertising activity related databases</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Read and understand instructions, policies, procedures and norms regarding MIS reportage</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Liaise with relevant departments to understand reporting requirements</p>
B. Professional Skills	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Organise and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked</p>

MES/ N 0216

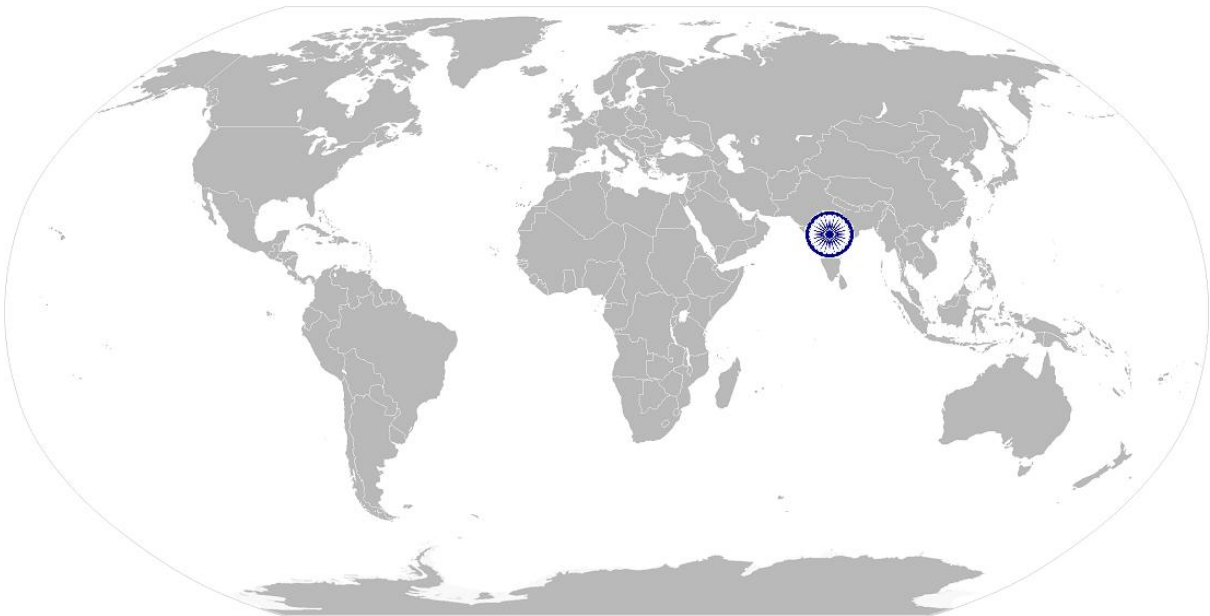
Prepare MIS reports

NOS Version Control

NOS Code	MES / N 0216		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Advertising	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management / Scheduling / Traffic	Next review date	20/11/16



National Occupational Standard



Overview

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

Maintain workplace health and safety

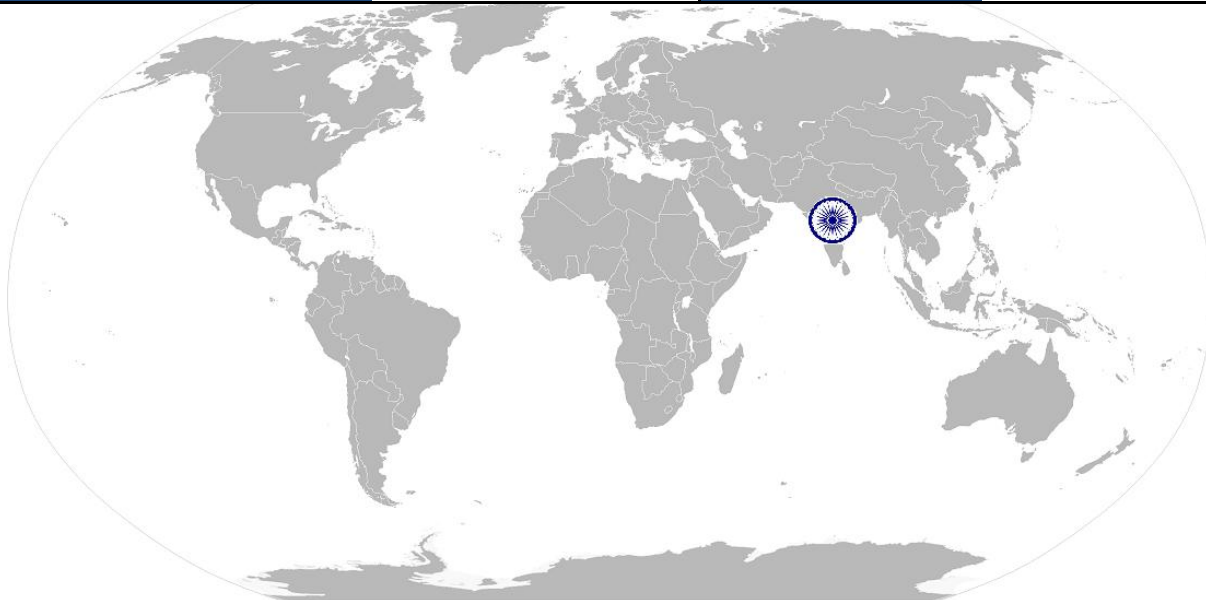
Unit Code	MES/ N 0218
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
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 through 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>
Knowledge and Understanding (K)	
A. Organizational Context (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. Technical Knowledge	<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>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	<p>Writing Skills</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>Reading Skills</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>Oral Communication (Listening and Speaking skills)</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. Professional Skills	<p>Decision making</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>Plan and Organize</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>Problem Solving</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>Critical Thinking</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

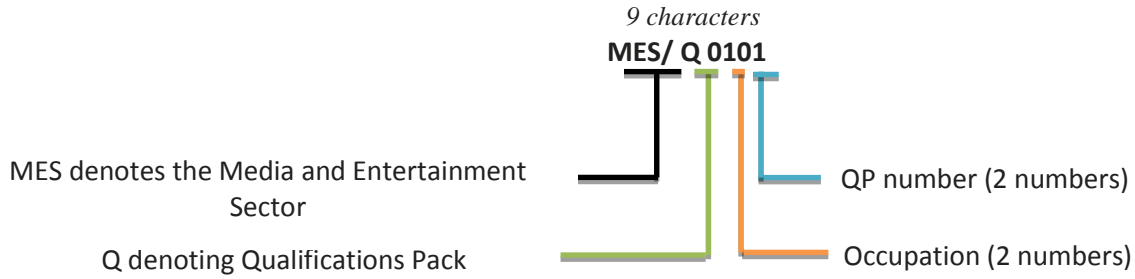
NOS Code	MES / N 0218		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management / Scheduling / Traffic	Next review date	20/11/16



Annexure

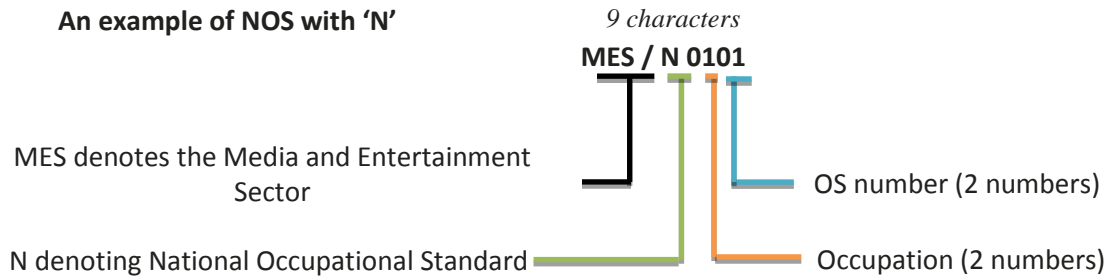
Nomenclature for QP and NOS

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
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Account Executive (Advertising Agency)	08