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-Digital Marketing Manager

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Digital

OCCUPATION: Marketing / Advertising Sales / Traffic

REFERENCE ID: MES/Q0706

ALIGNED TO: NCO-2015/2432.0201

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 brand's 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.

Qualifications Pack Code	**MES/Q0706**	
Job Role	**Digital Marketing Manager** This job role is applicable in both national and international scenarios	
Credits (NSQF)	TBD	**Version number** 1.0
Sector	Media and Entertainment	**Drafted on** 05/12/2018
Sub-sector	Digital	**Last reviewed on** 11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	**Next review date** 10/03/2022
NSQC Clearance on	**22/08/2019**	

Job Details

Job Role	Digital Marketing Manager
Role Description	Manage daily digital marketing operations to increase brand's online visibility and generate leads / sales
NSQF level	6
Minimum Educational Qualifications **Maximum Educational Qualifications**	Graduate and certified Social Media Manager (NSQF Level 5) Not Applicable
Prerequisite License or Training	NA
Minimum Job Entry Age	21 years
Experience	For Graduate 3 years in digital marketing For Social Media Manger (Level 5) 0-1 year of experience in digital marketing
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. MES/N0724 Develop a digital marketing strategy 2. MES/N0725 Plan and conduct digital marketing campaigns 3. MES/N0726 Optimize campaign's performance and expenditure 4. MES/N0727 Measure and report the performance of digital marketing campaigns 5. MES/N0728 Manage a team of marketing executives and their performance 6. MES/N0104 Maintain workplace health and safety
Performance Criteria	As described in the relevant OS units

Definitions

| Keywords /Terms	Description
Ad Rank	Ad rank is a value determined by Google that determines the position and location on a page where your ads are shown.
Ad Campaign	A set of ad groups that contain ads, keywords and bids. You can have one or multiple ad campaigns.
Ad Group	A set of keywords, ads, bids, placements and targeting methods. Each ad campaign contains one or more ad groups.
Ad Extension	A feature that allows you to display extra information about your business in your ads, such as address, phone number, additional site links, reviews, product images and more.
Alt Attribute	HTML code that provides information used by search engines to understand the contents of an image.
Anchor Text	The clickable word or words of a link. This text is intended to provide contextual information to people and search engines about what the webpage or website being linked to is about.
Authority	The combination of signals search engines use to assess websites and webpages for the purposes of ranking.
Bounce Rate	The percentage of website visitors who leave without visiting another page on that website.
Breadcrumb	A navigational element that helps users easily figure out where they are within a website.
Cached Page	A snapshot of a webpage as it appeared when a search engine last crawled it.
Conversion	When someone clicks on your ad and completes a desired action, such as a purchase or sign up.
Conversion Rate	It is the percentage of users who clicked your ad and completed one of your desired actions that you have counted as a conversion.
Cost Per Acquisition (CPA)	Cost-per-acquisition is the cost of your total ad spends divided by the number of conversions.
Click-Through Rate (CTR)	The rate (expressed in a percentage) at which users click on an organic search result. This is calculated by dividing the total number of organic clicks by the total number of impressions then multiplying by 100.
Cost Per Click (CPC)	Cost-per-click is a type of bidding wherein you pay for each click on your ads. You specify your CPC bids depending on how much you are willing to pay for each click your ad receives.
Landing Page	The webpage where people who click your ad will be taken after clicking on your ad. This page is typically the same one entered into your destination URL.
Quality Score	A key metric that tells you how relevant your ads, keywords and landing page are to someone who sees your ad.
Canonical URL	An HTML code element that specifies a preferred website URL, when multiple URLs have the same or similar content, to reduce duplicate content.
Crawler	A program search engines use to crawl the web. Bots visit webpages to collect information and add or update a search engine's index.

Do-follow	A do-follow link is a hyperlink without the rel="nofollow" attribute which passes SEO benefits and other ranking signals (link juice) to the link destination.
Domain Authority	The overall 'strength' of a website, built up over time, which can help a new page rank well quickly, even before that content has earned links or engagement.
Inbound Link	A link to a webpage that originates from an external website.
Index	The database search engines uses to store and retrieve information gathered during the crawling process.
Split Test	Creating a new ad based on a winning ad with a slight variation to see which performs better.
Search Engine Optimization (SEO)	It is the process of increasing the quantity and quality of traffic to your website through organic search engine results.
Search Engine Marketing (SEM)	It is a form of online marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.
Impression	The number of times your ad is shown. An impression is counted every time your ad is shown on a search engine result pages.
Impression Share	This is the number of impressions your ads have received divided by the estimated number of impressions you were eligible to receive.
Daily Budget	The amount you choose for each ad campaign to tell Google how much you want to spend each day.
Link Building	A process designed to get other trusted and relevant websites to link to your website to help improve your organic search rank and visibility.
Meta Tags	Information that appears in the HTML source code of a webpage to describe its contents to search engines. The title tag and meta description are the most commonly used types of meta tags in SEO.
Outbound Link	A link that directs visitors to a page on a different website than the one they are currently on.
Page Speed	The amount of time it takes for a webpage to completely load. Page speed is ranking factor.
Query	The word, words, or phrase that a user enters into a search engine.
Rank	Where a webpage appears within the organic search results for a specific query.
Remarketing	A feature that allows you to reach people who have previously visited your website.
Ranking Factor	An individual component which contributes to a complex series of algorithms that determine where webpages should appear with the organic search results for a specific query.
Redirect	A technique that sends a user (or search engine) who requested one webpage to a different (but equally relevant) webpage.
Referrer	URL data that identifies the source of a user's webpage request.
Responsive Website	A website designed to automatically adapt to a user's screen size, whether it's being viewed on a desktop or mobile device.
XML Sitemap	A list of all the pages on a website that search engines need to know.
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

Acronyms

National Occupational Standard
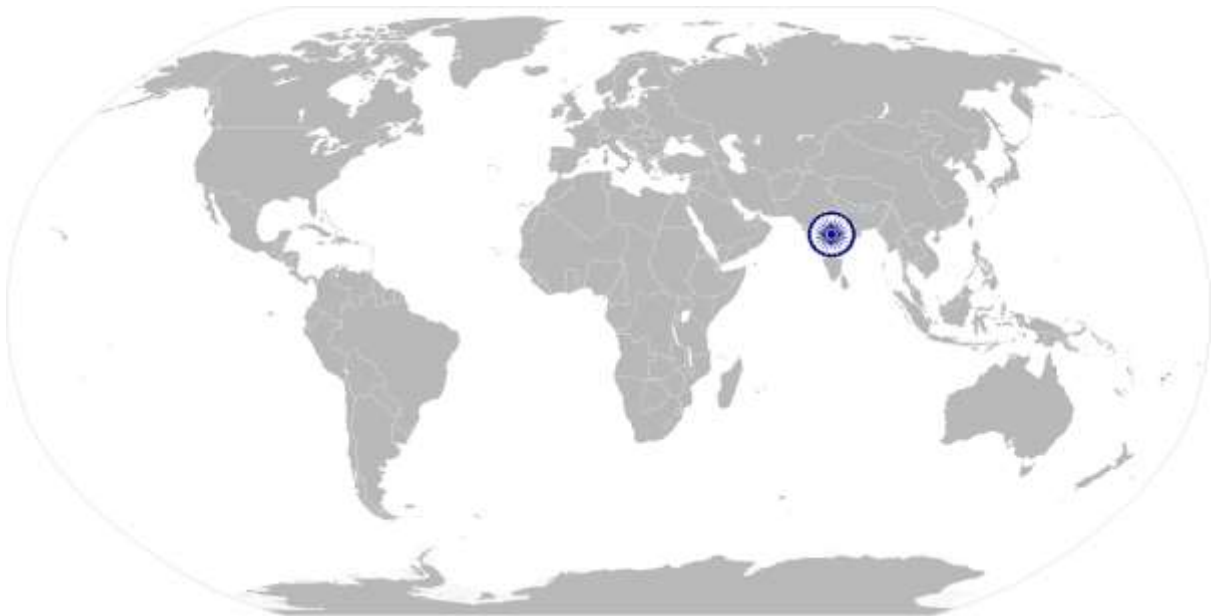
Overview

This unit is about developing a digital marketing strategy based on organization's goals and objectives.

MES/N0724   **Develop a digital marketing strategy**

National Occupational Standard

Unit Code	MES/N0724
Unit Title (Task)	Develop a digital marketing strategy
Description	This OS unit is about developing an effective digital marketing strategy based on the organization's goals and objectives
Scope	This unit/task covers the following: • Set-up digital marketing goals based on organization's objectives • Identify and understand the target audience • Identify the digital channels and set-up campaign budgets • Define KPIs to measure performance of campaigns

Performance Criteria (PC) w.r.t. the Scope	
Element	**Performance Criteria**
Set-up digital marketing goals based on organization's objectives	To be competent, the user/individual on the job must be able to: PC1. identify and understand organization's 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	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	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	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 (K)	

MES/N0724   **Develop a digital marketing strategy**

A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's products / service offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. major competitors of the organization and their offerings and target market KA4. people to co-ordinate with, to approve and finalize the digital marketing plan along with the budgets KA5. existing digital marketing efforts along with the performance of the campaigns
B. Technical Knowledge	The user/individual on the job needs to know and understand how to: KB1. work with web and social analytics tools KB2. do the competitor analysis to analyze their product offerings, customers and target market KB3. evaluate the past customer data and do their demographics and interest profiling KB4. create the profile of the ideal target customer using the available data KB5. analyze the past campaign's data to find out the conversion rates and campaign Return On Investment (ROI)
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. create competitor analysis report with their product / service offerings, customers and target market SA2. create audience analysis report from the data provided by the web and social analytics tools
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. stay abreast with the latest digital marketing trends and best practices
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. communicate and collaborate with team members for relevant data for research such as customer's data SA5. present the digital marketing strategy and implementation plan to the stakeholders

**MES/N0724**   **Develop a digital marketing strategy**

| B. Professional Skills	**Decision making**
	The user/individual on the job needs to know and understand how to:
	SB1. decide on which digital channels needs to be targeted based on the past performance and campaign goals
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB2. plan and allocate the budgets for different digital channels and campaigns based on the set goals
	SB3. manage and meet project / task deadlines successfully
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB4. identify technical issues related to the website which affects the visibility and rankings of the website in the search results
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB5. analyze the web analytics and past customer data to identify the ideal target audience
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB6. analyze and understand past campaign's data and use it to identify best performing channels

NOS Version Control

NOS Code	MES/N0724		
Credits (NSQF)	TBD	**Version number**	1.0
Sector	Media and Entertainment	**Drafted on**	05/12/2018
Sub-sector	Digital	**Last reviewed on**	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	**Next review date**	10/03/2022
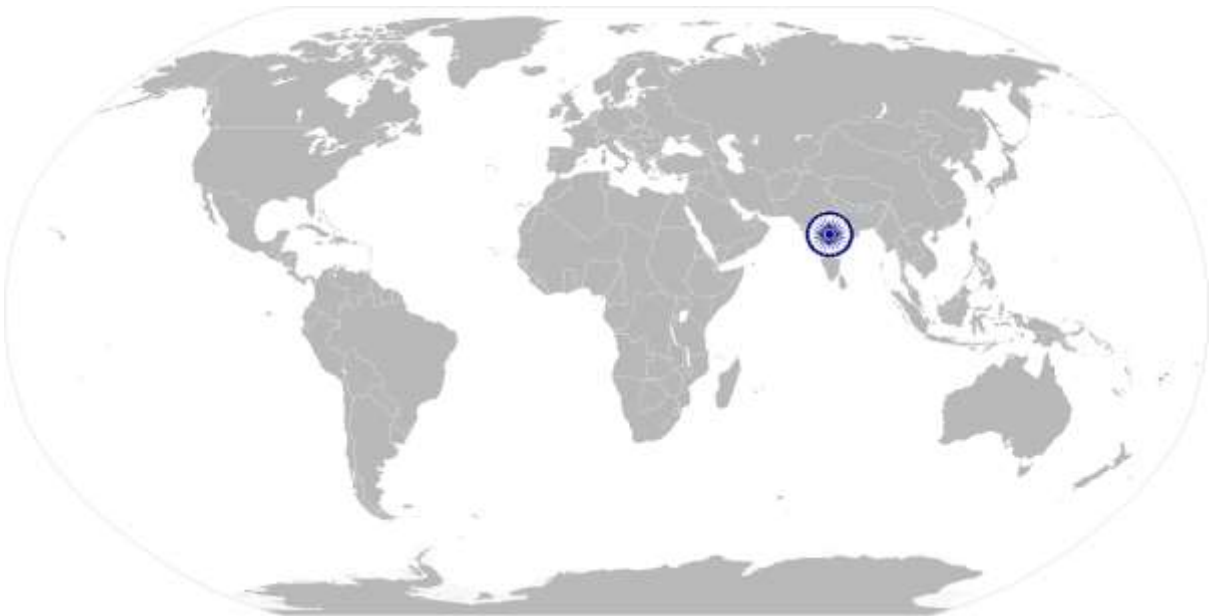
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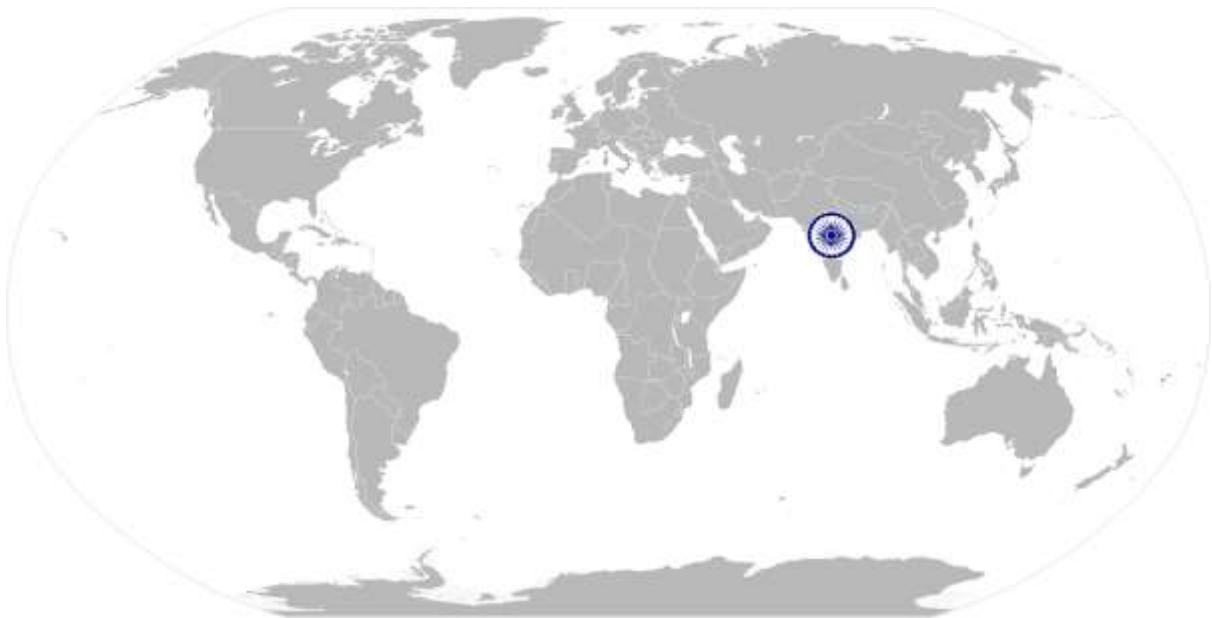
Overview

This unit is about setting up the digital marketing campaigns based on the defined strategy and campaign budgets.

MES/N0725   **Plan and conduct digital marketing campaigns**

National Occupational Standard

Unit Code	MES/N0725
Unit Title (Task)	**Plan and conduct digital marketing campaigns**
Description	This OS unit is about implementing the digital marketing campaigns based on the defined strategy and budgets.
Scope	This unit/task covers the following: • Plan and prioritize the set-up of campaigns • Delegate tasks to the team members • Review the set-up of campaigns

Performance Criteria(PC) w.r.t. the Scope	
Element	**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	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	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 (K)	
A. Organizational Context (Knowledge of the company / organization and its	The user/individual on the job needs to know and understand: KA1. company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service

MES/N0725   **Plan and conduct digital marketing campaigns**

processes)	KA3. roles and responsibilities of each team member within the marketing operations
	KA4. company's goals and objectives that need to be achieved through digital marketing campaigns
	KA5. existing digital marketing efforts along with the campaign's performance
B. Technical Knowledge	The user/individual on the job needs to know and understand how to:
	KB1. set-up and test the conversion tracking for campaigns on different channels such as search and social media
	KB2. create effective advertising copies for the search and social media campaigns
	KB3. target the audience based on their demographics , interests, behavior and search keywords
	KB4. create list of target audience who have shown interest in the past and retarget them on different digital channels
	KB5. create the audience using past customer's data and target them in the campaigns
	KB6. do the scheduling of the campaigns based on day and time
	KB7. set-up the display network campaigns and target the relevant websites to display the advertisement
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to:
	SA1. draft documents to brief the team members about their tasks, deadlines and what should be the expected outcome
	SA2. create progress report on the execution of digital marketing campaigns for the stakeholders
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA3. stay abreast with the latest digital marketing trends and best practices
	SA4. keep updated with the new releases by ad platforms such as ad formats, new audience targeting features, change in the ad structure etc.

|	
	SA5. read and understand the data provided by the ad platform reports and analytics
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA6. collaborate with team members to explain the campaign requirements and communicate the deadlines
	SA7. give regular feedback to the team members on the tasks being done by them
B. Professional Skills	**Plan and Organize**
	The user/individual on the job needs to know and understand:
	SB1. plan and delegate the campaign requirement tasks to the team members based on their core strength and expertise
	SB2. work and communicate effectively with the team members to get the desired output
	SB3. manage and meet project / task deadlines successfully
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB4. understand the core values of the brand/product/service and align it with the marketing communications
	Decision making
	The user/individual on the job needs to know and understand how to:
	SB5. decide which campaigns need to be prioritized first based on its expected outcome and results
	Problem Solving
	The user/individual on the job needs to know and understand how to
	SB6. analyze technical campaign set-up issues such as conversion tracking not working or ads not triggering etc. and get it resolved
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB7. analyze the impact of various advertising elements on overall campaign performance

NOS Version Control

NOS Code	MES/N0725		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022
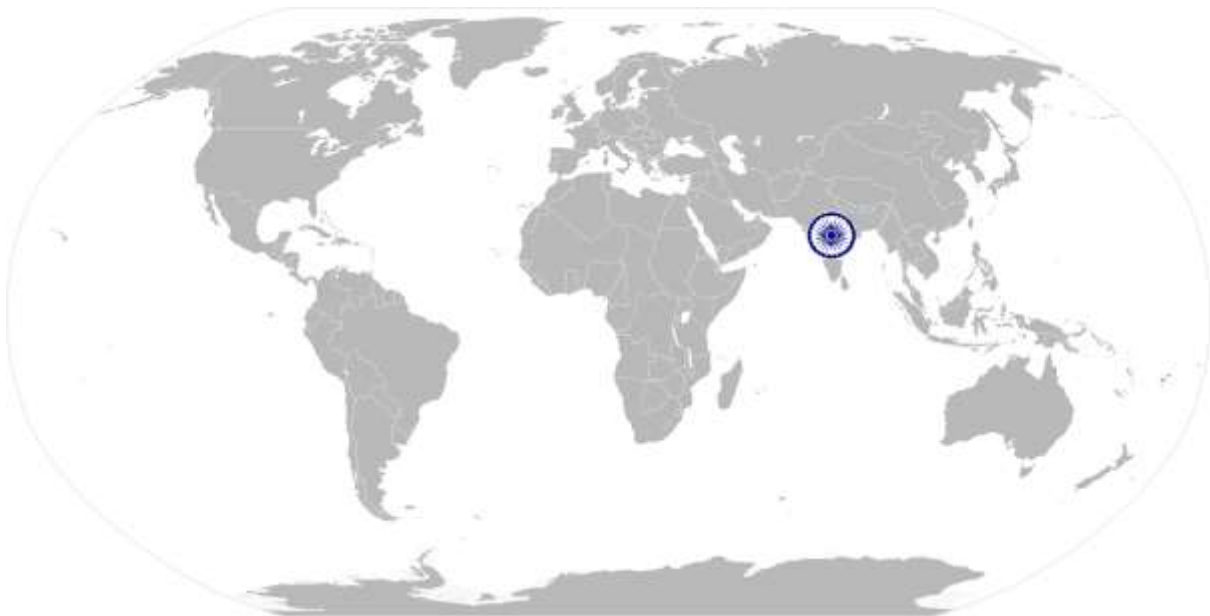
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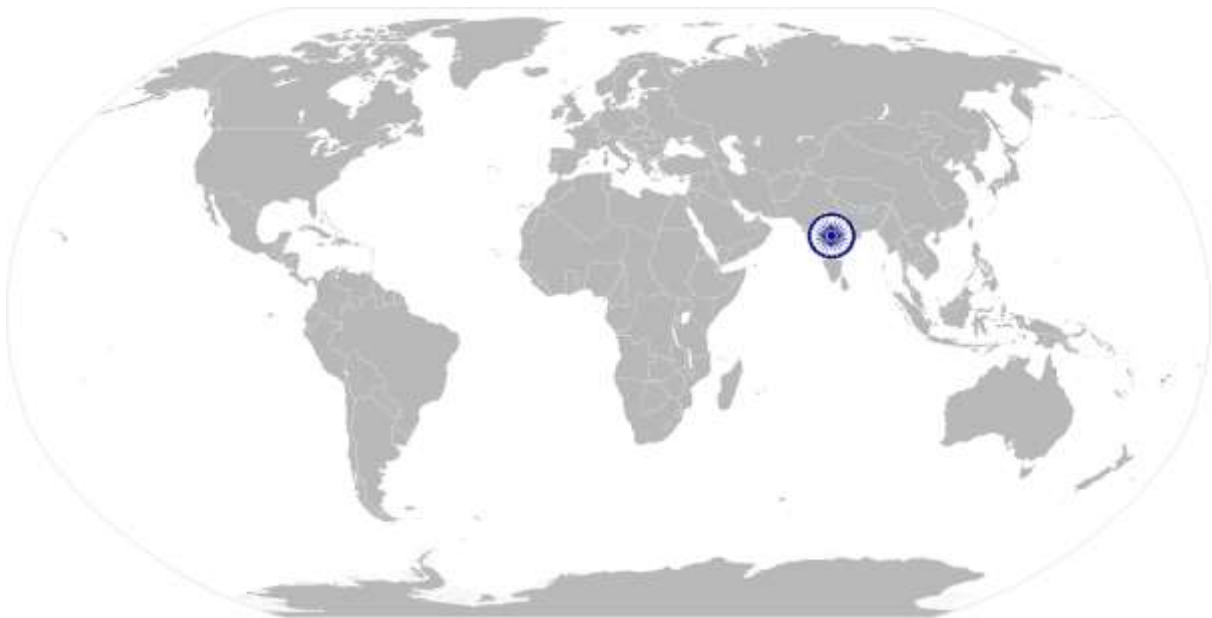
Overview

This unit is about optimizing digital marketing campaign's performance based on the campaign insights.

MES/N0726   **Optimize campaign's performance and expenditure**

Unit Code	MES/N0726
Unit Title (Task)	Optimize campaign's performance and expenditure
Description	This OS unit is about optimizing digital marketing campaign's performance and expenditure based on the campaign insights.
Scope	This unit/task covers the following: • Analyze the campaign insights on different channels • Make the required changes

Performance Criteria (PC) w.r.t. the Scope	
Element	**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 campaign's performance on different channels such as search and social
Make the required changes	PC4. analyze and remove the low performing keywords from the campaigns based on the insights PC5. stop the advertisement with low click-through rate (CTR) and conversion rates 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 (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations KA4. existing digital marketing efforts along with the campaign's performance

MES/N0726   **Optimize campaign's performance and expenditure**

B. Technical Knowledge	The user/individual on the job needs to know and understand how to: KB1. track and analyze performance metrics such as impressions, engagement, reach, conversion rates, cost per click, cost per action etc. KB2. run keyword analysis report to analyze their performance KB3. run auction insights report to compare performance against the key competitors KB4. update bidding of keywords based on their performance KB5. update the campaign budgets based on campaign insights KB6. split-test different ad creatives and ad copies to optimize campaign's performance KB7. do campaign scheduling based on most active hour of the day
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills** The user/individual on the job needs to know and understand how to: SA1. create campaign insights and performance report for all the digital marketing campaigns SA2. create campaign comparison report for all the campaigns on different digital channels SA3. create ad copies for the campaigns both for search and social channels **Reading Skills** The user/individual on the job needs to know and understand how to: SA4. stay abreast with the latest digital marketing trends and best practices SA5. keep updated with the new feature release of different ad platforms SA6. read and analyze the campaign insights provided by different ad platforms **Oral Communication (Listening and Speaking skills)** The user/individual on the job needs to know and understand how to: SA7. communicate with team members for the execution of digital marketing campaigns SA8. present the performance and optimization plan for digital marketing campaigns to the key stakeholders
B. Professional Skills	**Plan and Organize**

MES/N0726   **Optimize campaign's performance and expenditure**

	The user/individual on the job needs to know and understand how to:
	SB1. plan and prioritize tasks based on their importance and expected outcome
	SB2. manage and meet project / task deadlines successfully
	SB3. prioritize and execute the campaign optimization tasks based on their importance
	SB4. organize and interpret campaign analysis data in a detailed manner for the future use
	Decision making
	The user/individual on the job needs to know and understand how to:
	SB5. decide upon the campaign optimization tasks that needs to be prioritized while analyzing the campaign performance
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB6. rectify the issues related to the delivery of campaigns such as the disapproval of search or social ads
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB7. analyze the performance insights of digital marketing campaigns to find the optimization opportunities
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB8. analyze the impact of campaign optimization on the performance of campaigns

NOS Version Control

NOS Code	MES/N0726		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
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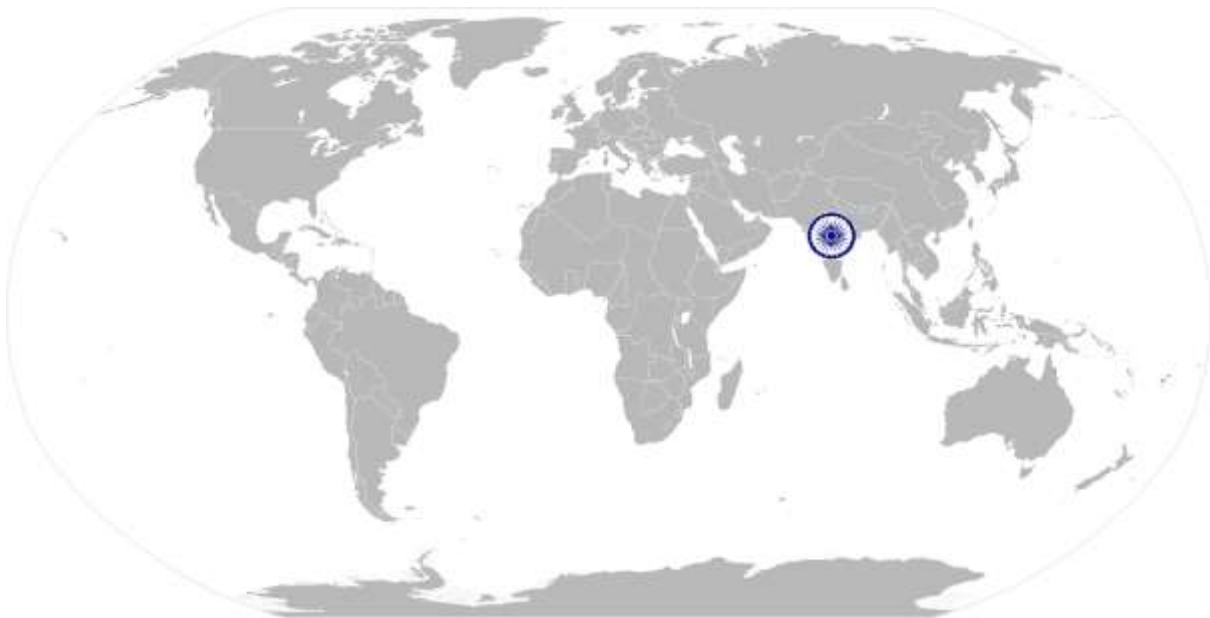
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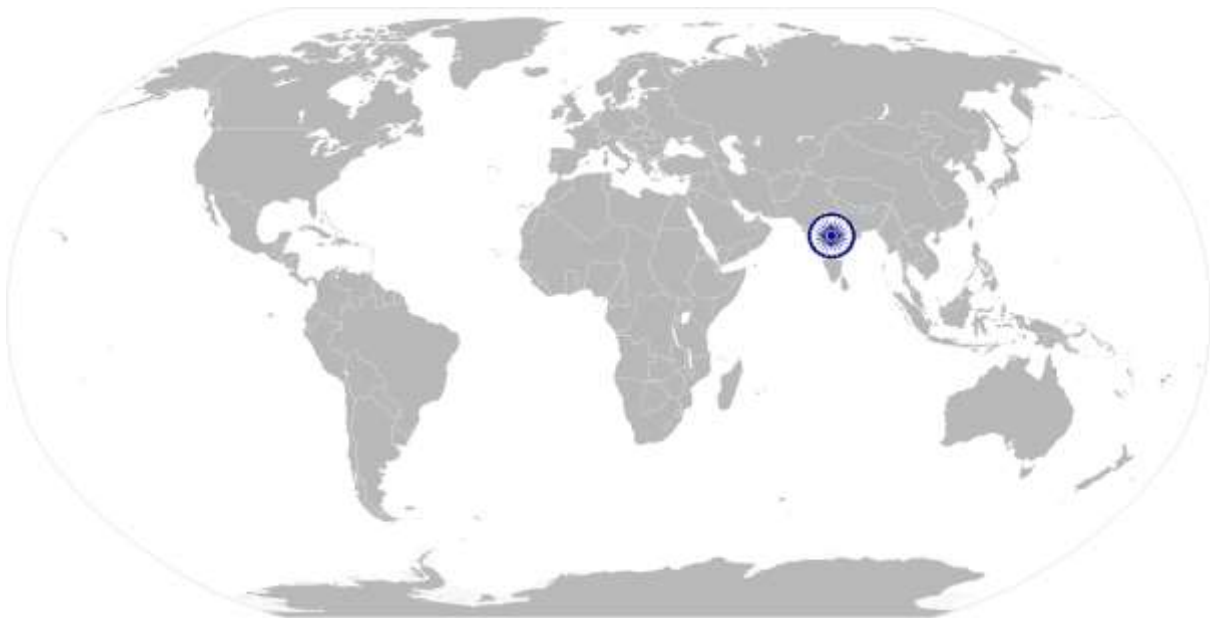
Overview

This unit is about measuring the performance of digital marketing campaigns and preparing report for the key stakeholders.

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

<div style="writing-mode: vertical-rl">National Occupational Standard</div>

Unit Code	MES/N0727
Unit Title (Task)	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.
Scope	This unit/task covers the following: • Track and measure the performance of all digital marketing campaigns • Prepare the campaign performance report for the key stakeholders

Performance Criteria (PC) w.r.t. the Scope	
Element	**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	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 (K)	
A. **Organizational Context** (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations

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

B. Technical Knowledge	The user/individual on the job needs to know and understand how to:
	KB1. track the performance of individual keywords in the search campaigns
	KB2. find the performance metrics such as impressions, CTR, CPC, CPL, conversion rate etc.
	KB3. use web analytics tools to analyze data such as website traffic and conversions
	KB4. work with MS PowerPoint to create the analysis summary for the stakeholders
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to:
	SA1. document the data provided by the advertising platforms
	SA2. document the data provided by the web analytics tools and create the website traffic and conversion report
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA3. read and analyze the data provided by the advertising platforms
	SA4. read and understand the data provided by the available web analytics tools
	SA5. stay abreast with the latest digital marketing trends and best practices
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA6. collaborate with relevant people in the team to collect all the data to prepare reports and presentations
	SA7. present the campaign performance and optimization reports to the stakeholders
	SA8. present the website traffic and conversion report to the stakeholders
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to:
	SB1. decide upon the frequency of reports so that it can be planned and created accordingly
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:

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

	SB2. analyze and interpret the quantitative data from the ad platforms and web analytics tools
	Plan and Organize
	The user/individual on the job needs to know and understand:
	SB3. plan the timelines and frequency of the reports and presentations
	Problem solving
	The user/individual on the job needs to know and understand how to:
	SB4. address comments on final reports and presentations and make the changes accordingly
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB5. test and analyze the impact of new features released by various ad platforms on the performance of campaigns

NOS Version Control

NOS Code	MES/N0727		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022

NOS

National Occupational Standards

MES/N0728   **Manage a team of marketing executives and their performance**
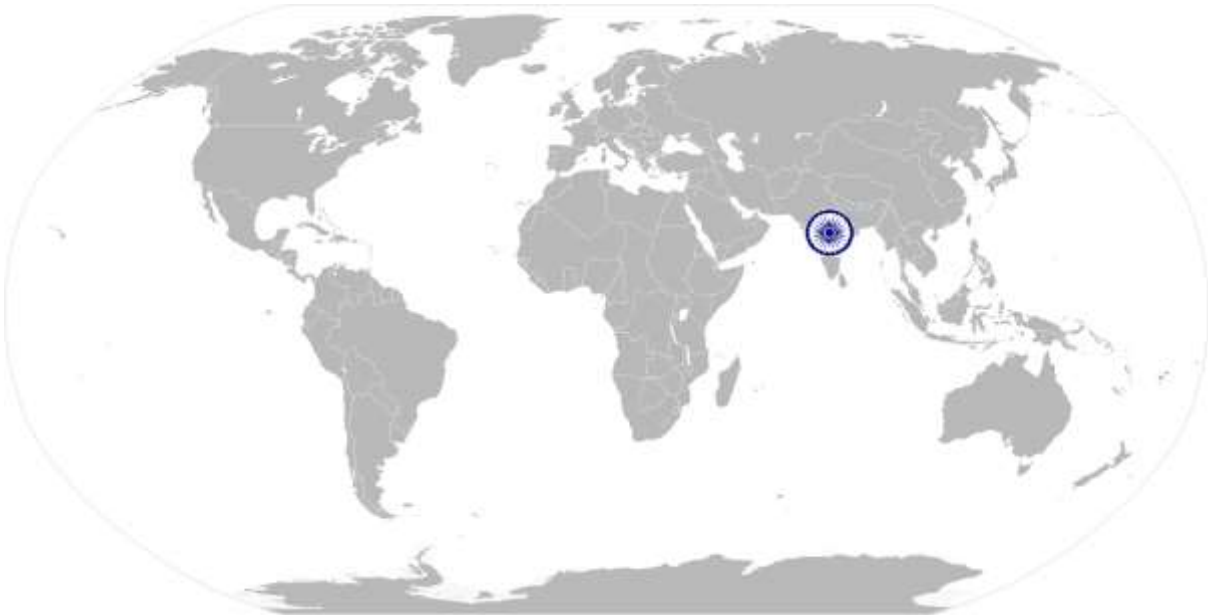
National Occupational Standard
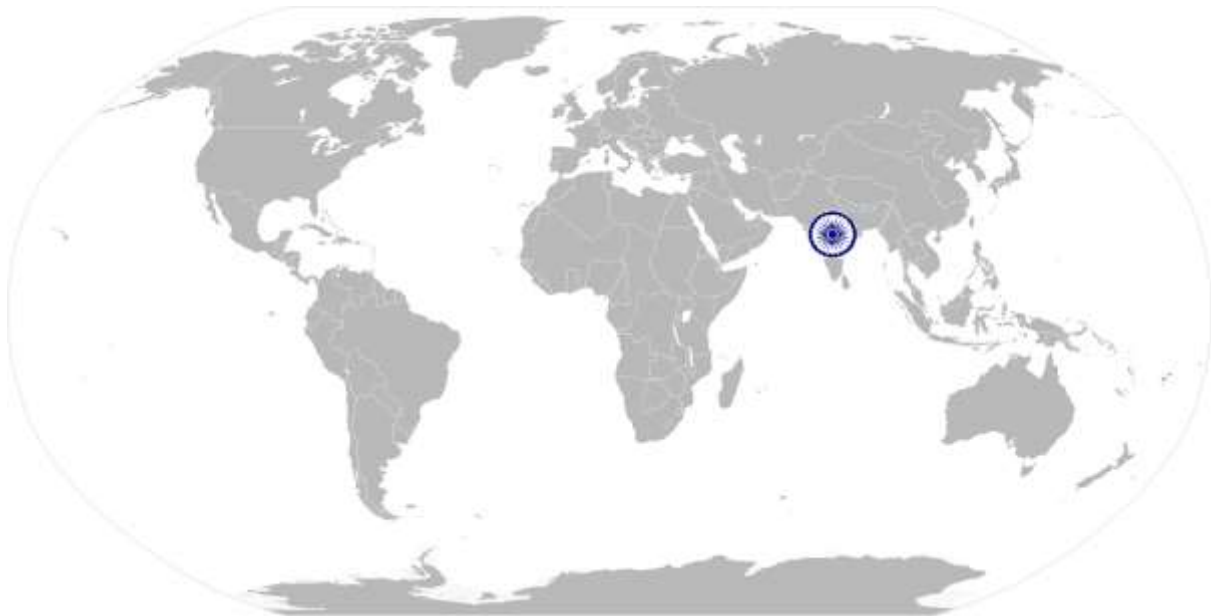
Overview

This unit is about leading and managing the team of marketing executives to meet the digital marketing goals.

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

Unit Code	MES/N0728
Unit Title (Task)	**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.
Scope	This unit/task covers the following: • Delegate project tasks and set completion deadlines • Monitor team's work and give constructive feedback • Recognize efforts and keep the team motivated and focused

Performance Criteria (PC) w.r.t. the Scope	
Element	**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 team's work and give constructive feedback	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	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 (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations

	KA4. organization goals that needs to be achieved through digital marketing
B. Technical Knowledge	The user/individual on the job needs to know and understand how to: KB6. define the tasks clearly and delegate them to the team members KB7. set the KPIs (key performance indicator) based on the tasks assigned KB8. assess the progress and quality of work of the team members KB9. identify the improvement areas to provide training and feedback KB10. set task completion deadlines after estimating the required efforts
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. create project dashboards using project management tools to monitor project progress and manage project deadlines SA2. create list of KPIs (key performance indicator) for each team member based on their tasks and responsibilities
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. stay abreast with the latest digital marketing trends and best practices SA4. be updated with the new ad features released by advertisement platforms SA5. monitor the progress of team members and their deadlines using project management tools
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. communicate and collaborate with team members for the execution and set-up of campaigns SA7. give regular feedback to the team members based on their performance SA8. present report and analysis on campaign performance to the stakeholders
B. Professional Skills	**Decision making**
	The user/individual on the job needs to know and understand how to: SB1. decide which tasks need to be assigned to which team member based on their core competency
	Plan and Organize

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

	The user/individual on the job needs to know and understand how to:
	SB2. plan the activities, project workflow and timelines in accordance with the campaign requirements and objectives
	SB3. organize and interpret data in a detailed and organized manner for the future use
	SB4. manage and meet project / task deadlines successfully
	Problem Solving
	The user/individual on the job needs to know and understand:
	SB5. how to identify issues which are affecting the performance of team members and take measures to resolve it
	Analytical Thinking
	The user/individual on the job needs to know and understand:
	SB6. how to analyze the performance of team members based on the defined KPIs (key performance indicator) and give appropriate feedback
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB7. analyze progress of project and ensure it is on track to meet the set deadlines or else take remedial measures

NOS Version Control

NOS Code	MES/N0728		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022

National Occupational Standard

Overview

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

National Occupational Standard

Unit Code	MES/N 0104
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	This unit/task covers the following: • 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	To be competent, the user/individual on the job must be able to: PC1. maintain one's posture and position to minimize fatigue and the risk of injury PC2. maintain first aid kit and keep oneself updated on the first aid procedures PC3. identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace PC4. accurately maintain accident reports PC5. report health and safety risks/ hazards to concerned personnel PC6. participate in organization health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures PC11. identify and recommend opportunities for improving health, safety, and security to the designated person

	PC12. 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
Complying with procedures in the event of an emergency	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority

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: KA1. organization's norms and policies relating to health and safety KA2. government norms and policies regarding health and safety and related emergency procedures KA3. limits of authority while dealing with risks/ hazards KA4. importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. different types of health and safety hazards in a workplace KB2. safe working practices for own job role KB3. evacuation procedures and other arrangements for handling risks KB4. names and contact numbers of people responsible for health and safety in a workplace KB5. how to summon medical assistance and the emergency services, where necessary KB6. vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines

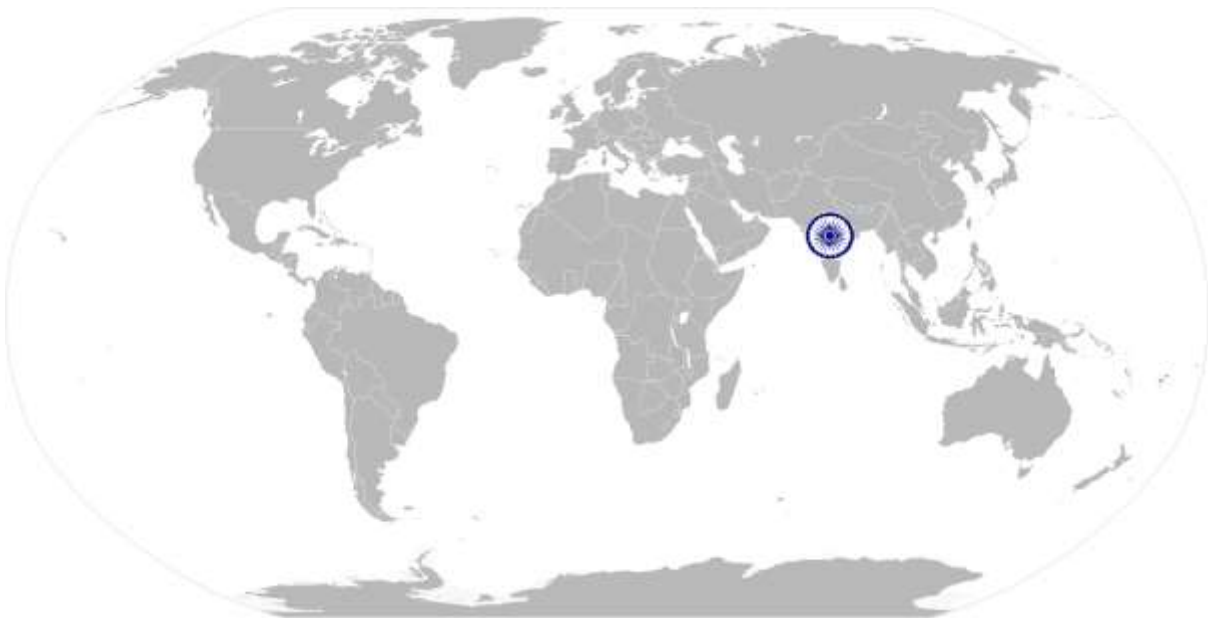| **Skills (S) (Optional)**	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. write and provide feedback regarding health and safety to the concerned people SA2. write and highlight potential risks or report a hazard to the concerned people
	Reading Skills

		The user/individual on the job needs to know and understand how to:
		SA3. read instructions, policies, procedures and norms relating to health and safety
	Oral Communication (Listening and Speaking skills)	
		The user/individual on the job needs to know and understand how to:
		SA4. Highlight potential risks and report hazards to the designated people
		SA5. Listen and communicate information with all concerned or affected
B. Professional Skills	**Decision making**	
		The user/individual on the job needs to know and understand how to:
		SB1. make decisions on a suitable course of action or plan
	Plan and Organize	
		The user/individual on the job needs to know and understand how to:
		SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority
	Customer Centricity	
		The user/individual on the job needs to know and understand how to:
		SB3. build and maintain positive and effective relationships with colleagues and customers
	Problem Solving	
		The user/individual on the job needs to know and understand how to:
		SB4. apply problem solving approaches in different situations
	Analytical Thinking	
		The user/individual on the job needs to know and understand how to:
		SB5. analyze data and activities
	Critical Thinking	
		The user/individual on the job needs to know and understand how to:
		SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority
		SB7. apply balanced judgements in different situations

NOS Version Control

NOS Code	MES/N0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022

Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters
MES/ Q 0101

MES denotes the Media and Entertainment Sector

Q denoting Qualifications Pack

QP number (2 numbers)

Occupation (2 numbers)
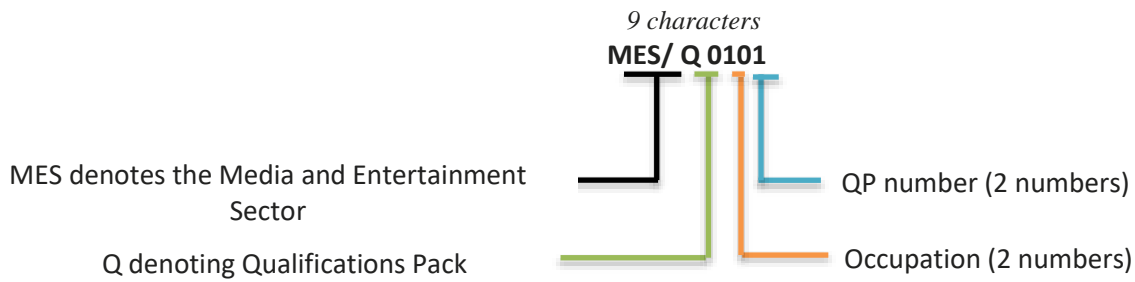
Occupational Standard

An example of NOS with 'N'

9 characters
MES / N 0101

MES denotes the Media and Entertainment Sector

N denoting National Occupational Standard

OS number (2 numbers)

Occupation (2 numbers)
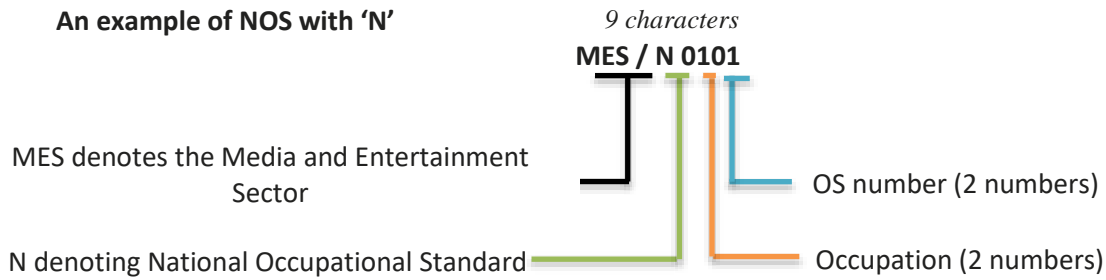
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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Film	01-30
Television	31-40
Print	41-45
Animation	46-55
Gaming	56-65
Radio	66-70
Digital	71-80
OOH	81-90
Advertising	91-99

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether **Q**P or **N**OS	Q
Next two numbers	Occupation code	01
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Digital Marketing Manager
Qualification Pack: MES/Q0706
Sector Skill Council: Media and Entertainment Skills 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 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 this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks : 600			Marks Allocation		
Assessment outcomes	**Assessment criteria for outcomes**	**Total marks**	**Out Of**	**Theory**	**Skills Practical**
1. MES/N0724 **(Develop a digital marketing strategy)**	PC1. identify and understand organization's objectives for aligning digital marketing campaigns towards it		10	3	7
	PC2. set-up clear, specific and measurable goals for each digital marketing campaign		10	3	7
	PC3. analyze current customer base to find out their common characteristics and interests		10	3	7
	PC4. research about the key competitors to identify who they are targeting and who are their current customers		10	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	100	15	5	10
	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		15	5	10

	PC7. set-up and allocate the budget for each digital marketing channel		15	5	10
	PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome		10	3	7
	PC9. set-up the frequency of performance reports to be created and shared with the stakeholders		5	1	4
		Total	**100**	**30**	**70**
2. MES/N0725 (Plan and conduct digital marketing campaigns)	PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results	100	10	3	7
	PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources		10	3	7
	PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.		15	5	10
	PC4. delegate the campaign tasks to the team members along with set completion deadline		15	5	10
	PC5. monitor the work progress, review the quality and give feedback to the team members		15	4	11
	PC6. test and ensure that the conversion tracking is set-up properly for each campaign		10	3	7
	PC7. review the target audience, keywords and scheduling of all the campaigns		15	4	11
	PC8. review and ensure that the campaign budgets are set-up as per the plan		10	3	7
		Total	**100**	**30**	**70**
3. MES/N0726 (Optimize campaign's performance and expenditure)	PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.	100	15	5	10
	PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives		15	5	10
	PC3. create a comparison report to analyze campaign's performance on different channels such as search and social		15	4	11
	PC4. analyze and remove the low performing keywords from the campaigns based on the insights		15	4	11
	PC5. stop the advertisement with low click-through rate (CTR) and conversion rates		15	4	11
	PC6. increase the bids for the best performing keywords to get higher advertising rankings		15	5	10
	PC7. allocate more budgets towards the better performing campaigns generating higher return on investment		10	3	7
		Total	**100**	**30**	**70**

4. MES/N0727 (Measure and report the performance of digital marketing campaigns)	PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.		25	10	15
	PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue	100	20	5	15
	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)		20	5	15
	PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms		15	5	10
	PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools		20	5	15
		Total	**100**	**30**	**70**
5. MES/N0728 (Manage a team of marketing executives and their performance)	PC1. brief and share the high level campaign goals with the team members		15	3	12
	PC2. define tasks clearly and delegate them based on the expertise and core competency of team members		15	3	12
	PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)		15	3	12
	PC4. monitor the progress and quality of work done by the team members on a regular basis	100	15	3	12
	PC5. assess the quality of work and give constructive feedback to the team members		10	10	0
	PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them		10	10	0
	PC7. support innovation and encourage sharing of new ideas		10	10	0
	PC8. identify improvement areas and provide training for the growth and development of team members		10	3	7
		Total	**100**	**45**	**55**
6. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury		10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. Identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace	100	5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5

	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
	PC12. 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		5	2	3
	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	**100**	**46**	**54**