

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AUTOMOTIVE 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

Contact Us:

ASDC, 1/6,
Siri Institutional Area,
Khel Gaon Road
New Delhi-110049 (India)

E-mail:

skc@asdc.org.in



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Introduction

Qualifications Pack- Digital Marketing/ Social Media Manager

SECTOR: AUTOMOTIVE

SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (OEM)

OCCUPATION: VEHICLE MARKETING

JOB ROLE: DIGITAL MARKETING/ SOCIAL MEDIA MANAGER

REFERENCE ID: ASC/ Q 0501

ALIGNED TO: NCO-2004/Nil

A **Digital Marketing/ Social Media manager (OEM Sales)** is also known as Online Marketing Manager, Digital Content Manager, Digital Media Supervisor, or Internet Marketing Manager.

Brief Job Description: A **Digital Marketing/ Social Media Manager** is responsible for designing and supervising implementation of the complete Digital and Social media marketing strategy for the assigned product.

Personal Attributes: The individual should have in-depth knowledge of social media platforms and their respective participants and how they can be deployed in different scenarios. An individual should have a good technical understanding and can pick up new tools quickly. This job requires effective team management and knowledge of blogging ecosystem. It requires strong understanding of online marketing strategies and best practices.

Job Details	Qualifications Pack Code	ASC/ Q 0501		
	Job Role	Design the Digital Marketing/ Social Media Manager		
	Credits(NSQF)	TBD	Version number	1.0
	Industry	Automotive	Drafted on	12/07/13
	Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	12/07/13
	Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15
	NSQC Clearance on	05/08/15		

Job Role	Digital Marketing/ Social Media Manager
Role Description	Design the digital and social media strategy for the product, and implement this strategy effectively.
NSQF level	6
Minimum Educational Qualifications	Graduate in Marketing/ Advertising or B.B.A in Marketing/ Advertising or related field
Maximum Educational Qualifications	Post graduate degree/ diploma in Business Administration with specialization in Marketing/Advertising
Training (Suggested but not mandatory)	On the job training <ul style="list-style-type: none"> Desirable for ASDC Digital Marketing/ Social Media Manager Level 6 certificate or Post graduate degree / diploma in Business Administration
Minimum Job Entry Age	1 ASDC recommends that candidates should seek full employment not before attaining an age of 18 years. 2 However, as per Factories Act 1948 and Shops & Establishment Act 1953: - No one can be employed before attaining the age of 14 3 Please note that under the Factories Act 1948, and Shops & Establishment Act 1953 different States may have slightly varying provision which need to be adhered to.
Experience	<ul style="list-style-type: none"> 2-5 years for Graduates 0 years for a Post-graduate
Occupational Standards (OS)	Compulsory: ASC/ N 0501: Design the digital and social media strategy ASC/ N 0502: Implement the digital and social media strategy ASC/ N 0001: Plan and organise work to meet expected outcomes

	<p>ASC/ N 0002: Work effectively in a team</p> <p>ASC/ N 0003: Maintain a healthy, safe and secure working environment</p>
Performance Criteria	As described in the relevant NOS units

Definitions

Keywords /Terms	Description
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 NOS, these include communication related skills that are applicable to most job roles.
Dealership	A business established or operated under an authorisation to sell or distribute an automotive company's goods and services
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 NOS they are looking for.
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 NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
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.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational 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.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
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.
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.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4-wheelers (including passenger vehicles and commercial vehicles). This includes gasoline, petrol, CNG, electrical and hybrid vehicles
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Standards Qualifications Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

ASC/ N 0501

Design the digital marketing and social media strategy.

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to design the digital marketing and social media strategy for the products.

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ASC/ N 0501

Design the digital marketing and social media strategy.

National Occupational Standard

Unit Code	ASC/ N 0501
Unit Title (Task)	Design the digital marketing and social media strategy.
Description	This OS unit is about an individual who is responsible for effectively designing the social media strategy.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • create a comprehensive branding and marketing strategy for the digital and social media space • interact with product manager and dealers to effectively understand the needs of market
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Develop and design overall digital media strategy	to be competent, the user/individual on the job must be able to: PC1. conduct market research and evaluate customer research, market conditions and competitor data regarding social media tools and strategies PC2. provide project management support for social and digital marketing initiatives, including liaising with internal teams, securing executive approvals and tracking timelines PC3. developing content for social and digital media platforms including twitter, Facebook, Google+, Google hangouts, tumblr, instagram, email and interim website PC4. Identify threats and opportunities in user generated content surrounding the business, and give report to appropriate management. PC5. manage online brand and product campaigns to raise brand awareness PC6. formulate and execute email campaigns to generate awareness and prospects, nurture leads and customers PC7. improve the usability, design, content and conversion of the company website PC8. review new technologies and keep the company at the forefront of developments in digital marketing PC9. analyze campaigns and translate qualitative data into recommendations and plans for revising the social media campaigns
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	the user/individual on the job needs to know and understand: KA1. standard operating procedures of the organisation about social media marketing of OEM products KA2. documentation requirements for each procedure carried out as part of roles and responsibilities KA3. organisational and professional code of ethics and standards of practice

ASC/ N 0501

Design the digital marketing and social media strategy.

	KA4. safety and health policies and regulations for the workplace
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to conduct market research and evaluate research, market conditions and competitor data regarding social media tools and strategies</p> <p>KB2. how to use social and digital media platforms including twitter, facebook, google+, google hangouts, tumblr, instagram, email and interim website</p> <p>KB3. how to identify threats and opportunities in user generated content surrounding the business</p> <p>KB4. how to develop and arrange online brand and product campaigns</p> <p>KB5. how to analyse the current requirements of the organization regarding social media tools and techniques</p> <p>KB6. how to assess current social media trends and campaign analysis</p> <p>KB7. how to develop cost-benefit analysis for new digital media strategies</p> <p>KB8. how to use and implement different tools of online media available in the market</p> <p>KB9. monitor effective performance of digital media by reviewing the results</p> <p>KB10. the competitive landscape including:</p> <ul style="list-style-type: none"> competitor online marketing tools pros and cons of the social media tools vis-à-vis those offered by competitors
skills (s) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Create documentation required on the job. (Including reports of effectiveness of campaigns, etc.)</p> <p>SA2. prepare cost estimates for social media campaigns</p> <p>SA3. write in at least one language</p>
	Reading skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read policies and regulations pertinent to the job</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. communicate with the Product Manager and OEM staff to understand the requirements of online media</p> <p>SA6. interact with employees to ensure proper usage of designed online marketing</p>

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Design the digital marketing and social media strategy.

	<p>strategies</p> <p>SA7. communicate with employees to make them understand the use of online marketing tools designed</p>
B. Professional Skills	Decision making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse the needs of online media and social networking sites to design proper strategy</p>
	Plan and Organise
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan work assigned on a daily basis</p> <p>SB3. ensure proper implementation of social media strategies designed</p>
	Customer centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. ensure that organization's needs and requirements are assessed</p> <p>SB5. ensure that the designed strategies are aligned with the needs of the sales function</p>
	Problem solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. handle unfavourable comparisons of the online marketing strategies with competitor's products</p> <p>SB7. ensure that the online marketing strategies are hurdle-free for the potential customer</p> <p>SB8. liaise with OEM sales function to ensure all arrangements and documentation are done on time</p>
	Analytical thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. analyse unique social media tools that are required in the organization</p>
	Critical thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. evaluate the information gathered from the employees to ensure effectiveness of online marketing strategies implemented</p>

ASC/ N 0501

Design the digital marketing and social media strategy.

NOS Version Control

NOS Code	ASC/ N 0501		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	15/07/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	15/07/13
Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to implement the digital marketing/ social media strategy effectively.

ASC/ N 0502

Implement the digital marketing and social media strategy

National Occupational Standard

Unit Code	ASC/ N 0502
Unit Title (Task)	Implement the digital marketing and social media strategy.
Description	This OS unit is about an individual who is responsible for effectively implementing social media strategy .
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> implement and ensure adherence to the marketing strategy for a product portfolio work closely with OEM staff and sales function to review effectiveness of campaigning
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Implement the overall digital media strategy	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. implement and manage the digital marketing strategy in line with overall strategy</p> <p>PC2. implement, analyze, and optimize organic and paid search engine marketing activities</p> <p>PC3. develop copy and content for all marketing media, and work closely with our product management and sales teams</p> <p>PC4. analyze and provide weekly & monthly digital marketing metrics and lead/prospect status reports to senior level management and deliver guidance for program optimization</p> <p>PC5. tracking and reporting metrics around social posts and fan engagement, and applying strategic analysis to feed learnings back to the team</p> <p>PC6. monitor trends in Social Media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website performance for the OEM products</p> <p>PC7. monitor effective benchmarks for measuring the impact of Social Media programs</p> <p>PC8. analyze, review, and report on effectiveness of campaigns in an effort to maximize results</p> <p>PC9. ensure working with all outward facing employees to ensure that they are using social media as outlined in the written strategy</p> <p>PC10. provide training to the employees, if needed</p> <p>PC11. ensure effective and encouraging adoption of relevant social media techniques into the OEM& dealership culture</p>
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the	the user/individual on the job needs to know and understand:

ASC/ N 0502

Implement the digital marketing and social media strategy

Company/ Organisation and its processes)	KA5. standard operating procedures of the organisation about tools and techniques of online media and internet business models KA6. documentation requirements for each procedure carried out as part of roles and responsibilities KA7. organisational and professional code of ethics and standards of practice KA8. safety and health policies and regulations for the workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to implement, analyze, and optimize organic and paid search engine marketing activities KB2. how to develop copy and content for all marketing media, and work closely with our product management and sales teams KB3. how to prepare weekly & monthly digital marketing reports KB4. effective benchmarks for measuring the impact of social media programs KB5. how to use social media techniques and tools KB6. how to give proper training to the employees on proper usage of social media tools and techniques KB7. the competitive landscape including: <ul style="list-style-type: none"> competitor online marketing tools pros and cons of the social media vis-à-vis those offered by competitors
Skills (S) w.r.t. the Scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing skills
	The user/ individual on the job needs to know and understand how to: SA1. Create documentation required on the job. (Including reports of effectiveness of campaigns, etc.) SA2. prepare cost estimates for social media campaigns SA3. write in at least one language
	Reading skills
	The user/individual on the job needs to know and understand how to: SA4. read policies and regulations pertinent to the job
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. communicate with the Product Manager and OEM staff to understand the requirements of online media SA6. interact with employees to ensure proper usage of designed online marketing

ASC/ N 0502

Implement the digital marketing and social media strategy

	<p>strategies</p> <p>SA7. communicate with employees to make them understand the use of online marketing tools designed</p>
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to:
	SB1. analyse the needs of online media and social networking sites to design proper strategy
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan work assigned on a daily basis
	SB3. ensure proper implementation of social media strategies
	Customer centricity
	The user/individual on the job needs to know and understand how to:
	SB4. ensure that organization's needs and requirements are assessed
	SB5. ensure that the designed strategies are aligned with the needs of the sales function
	Problem solving
	The user/individual on the job needs to know and understand how to:
	SB6. handle unfavourable comparisons of the online marketing strategies with competitor's products
	SB7. ensure that the online marketing strategies are hurdle-free for the potential customer
	SB8. liaise with OEM sales function to ensure all arrangements and documentation are done on time
	Analytical thinking
	The user/individual on the job needs to know and understand how to:
	SB9. Analyse unique social media tools that are required in the organization.
	Critical thinking
	The user/individual on the job needs to know and understand how to:
	SB10. evaluate the information gathered from the employees to ensure effectiveness of online marketing strategies implemented

ASC/ N 0502

Implement the digital marketing and social media strategy

NOS Version Control

NOS Code	ASC/ N 0502		
Credits(NSQF)	TBD	Version number	1.0
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Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	15/07/13
Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15

ASC/ N 0001

Plan and organise work to meet expected outcomes

National Occupational Standards



Overview

This unit is about planning and organising an individual's work in order to complete it to the required standards, on time and within budget in terms of cost and material.

ASC/ N 0001

Plan and organise work to meet expected outcomes

National Occupational Standard

Unit Code	ASC/ N 0001
Unit Title (Task)	Plan and organise work to meet expected outcomes
Description	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards appropriate use of resources (both material / equipment's and manpower)
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Work requirements including various activities within the given time and set quality standards	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. keep immediate work area clean and tidy PC2. treat confidential information as per the organisation's guidelines PC3. work in line with organisation's policies and procedures PC4. work within the limits of job role PC5. obtain guidance from appropriate people, where necessary PC6. ensure work meets the agreed requirements
Appropriate use of resources	<ul style="list-style-type: none"> PC7. establish and agree on work requirements with appropriate people PC8. manage time, materials and cost effectively PC9. use resources in a responsible manner
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. the organisation's policies, procedures and priorities for area of work, role and responsibilities in carrying out that work KA2. the limits of responsibilities and when to involve others KA3. specific work requirements and who these must be agreed with KA4. the importance of having a tidy work area and how to do this KA5. how to prioritize workload according to urgency and importance and the benefits of this KA6. the organisation's policies and procedures for dealing with confidential information and the importance of complying with these KA7. the purpose of keeping others updated with the progress of work KA8. who to obtain guidance from and the typical circumstances when this may be required KA9. the purpose and value of being flexible and adapting work plans

ASC/ N 0001

Plan and organise work to meet expected outcomes

	to reflect change
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to complete tasks accurately by following standard procedures</p> <p>KB2. technical resources needed for work and how to obtain and use these</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. write in at least one language
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. ask for clarification and advice from appropriate persons
	SA4. communicate orally with colleagues
	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. make a decision on a suitable course of action appropriate for accurately completing the task within resources
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. agree objectives and work requirements
	SB3. plan and organise work to achieve targets and deadlines
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB4. deliver consistent and reliable service to customers
	SB5. check own work and ensure it meets customer requirements
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB6. refer anomalies to the concerned persons

ASC/ N 0001

Plan and organise work to meet expected outcomes

	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB7. analyse problems and identify work -arounds taking help from concerned persons where required
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB8. apply own judgement to identify solutions in different situations



ASC/ N 0001

Plan and organise work to meet expected outcomes

NOS Version Control

NOS Code	ASC/ N 0001		
Credits(NSQF)	TBD	Version number	1.0
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Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	10/06/13
Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15

ASC/ N 0002: Work effectively in a team.

National Occupational Standards



Overview

This unit is about working effectively with colleagues, either in own work group or in other work groups within organisation.

ASC/ N 0002: Work effectively in a team.

National Occupational Standard	Unit Code	ASC/ N 0002
	Unit Title (Task)	Work effectively in a team
	Description	This NOS unit is about working effectively within a team, either in individual's own work group or in other work groups outside the organisation.
	Scope	This unit/task covers the following: Colleagues: <ul style="list-style-type: none"> interact & communicate effectively with colleagues including member in the own group as well as other groups
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Interact & communicate effectively with colleagues including member in the own group as well as other groups	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) PC2. work with colleagues to integrate work PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means PC4. work in ways that show respect for colleagues PC5. carry out commitments made to colleagues PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons PC7. identify problems in working with colleagues and take the initiative to solve these problems PC8. follow the organisation's policies and procedures for working with colleagues
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this KA2. the importance of effective communication and establishing good working relationships with colleagues KA3. different methods of communication and the circumstances in which it is appropriate to use these KA4. the importance of creating an environment of trust and mutual respect KA5. the implications of own work on the work and schedule of others
	B. Technical Knowledge	The user/individual on the job needs to know and understand:

ASC/ N 0002: Work effectively in a team.

	KB1. different types of information that colleagues might need and the importance of providing this information when it is required KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. complete written work with attention to detail
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. listen effectively and orally communicate information
	SA4. ask for clarification and advice from the concerned person
	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 response keeping in view resource utilization while meeting commitments
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB3. check that the work meets customer requirements
	SB4. deliver consistent and reliable service to customers
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB5. apply problem solving approaches in different situations
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations

ASC/ N 0002: Work effectively in a team.

NOS Version Control

NOS Code	ASC/ N 0002		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	10/06/13
Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15

National Occupational Standards

Overview

This unit is about monitoring work place practices and making sure they meet requirements for health, safety, security and environmental concerns

Unit Code	ASC/ N 0003
Unit Title (Task)	Maintain a healthy, safe and secure working environment
Description	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Resources needed to maintain a safe, secure working environment	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. comply with organisation's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person PC3. coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc. PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority PC5. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity PC7. identify and recommend opportunities for improving health, safety, and security to the designated person PC8. complete all health and safety records are updates and procedures well defined
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. legislative requirements and organisation's procedures for health, safety and security and individual's role and responsibilities in relation to this KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace

	KA3. how and when to report hazards KA4. the limits of responsibility for dealing with hazards KA5. the organisation's emergency procedures for different emergency situations and the importance of following these KA6. the importance of maintaining high standards of health, safety and security KA7. implications that any non-compliance with health, safety and security may have on individuals and the organisation
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. different types of breaches in health, safety and security and how and when to report these KB2. evacuation procedures for workers and visitors KB3. how to summon medical assistance and the emergency services, where necessary KB4. how to use the health, safety and accident reporting Procedures and the importance of these
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. listen to and orally communicate information with all concerned
	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 response
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	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. analyse data and activities
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations

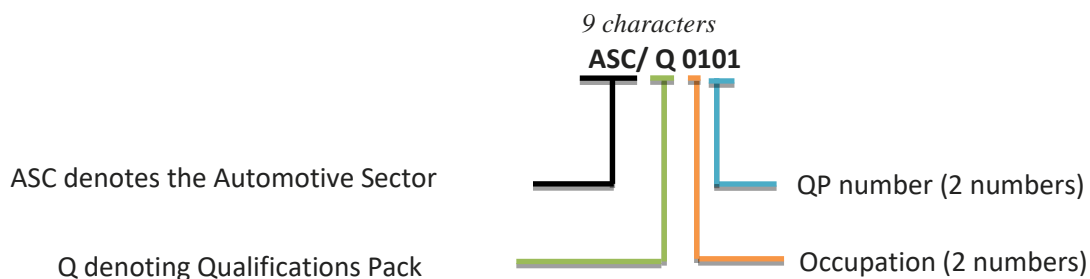
NOS Version Control

NOS Code	ASC/ N 0003		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	10/06/13
Occupation	Vehicle Marketing	Next review date	Under revision expected date of revised version 31-Dec-15

Annexure

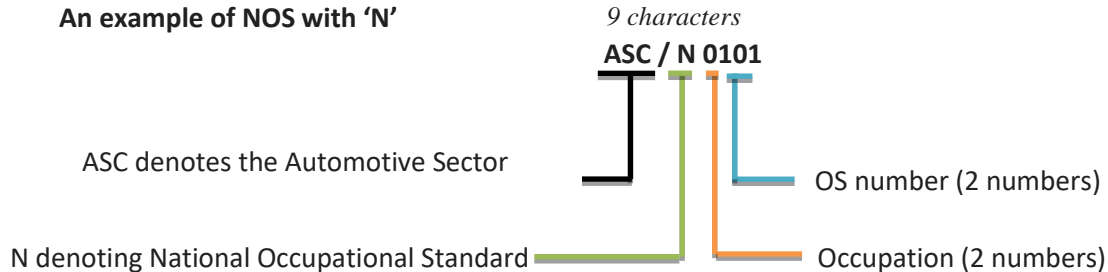
Nomenclature for QP and NOS

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
Manufacturing	31 - 45 & 61 - 68
Research & Development	81 - 84
Sales & Service	01 - 21
Road Transportation	96 - 97

Sequence	Description	Example
Three letters	Automotive	ASC
Slash	/	/
Next letter	Whether QP or NOS	N
Next two numbers	Occupation code	10
Next two numbers	OS number	12

Criteria for assessment of Trainees

JOB ROLE	Social Media & Digital Marketing Manager
Qualification Pack	ASC/Q0501
No. Of NOS	2 Role specific ,3 generic

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. Each NOS will have assessed both for theoretical knowledge and practical.
3. The assessment will be based on knowledge bank of questions created by the SSC.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks: 1200					
Assessment Outcomes	Performance criteria	Total Marks	Out of	Theory	Skills Practical
ASC/ N 0501 Design the digital marketing and social media strategy	PC 1. conduct market research and evaluate customer research, market conditions and competitor data regarding social media tools and strategies	500	60	20	40
	PC2. provide project management support for social and digital marketing initiatives, including liaising with internal teams, securing executive approvals and tracking timelines		70	20	50
	PC3. developing content for social and digital media platforms including twitter, Facebook, Google+, Google hangouts, tumblr, Instagram, email and interim website		70	20	50
	PC4. Identify threats and opportunities in user generated content surrounding the business, and give report to appropriate		40	10	30

	management.				
	PC5. manage online brand and product campaigns to raise brand awareness		40	10	30
	PC6. formulate and execute email campaigns to generate awareness and prospects, nurture leads and customers		70	20	50
	PC7. improve the usability, design, content and conversion of the company website		70	20	50
	PC8. review new technologies and keep the company at the forefront of developments in digital marketing		30	10	20
	PC9. analyze campaigns and translate qualitative data into recommendations and plans for revising the social media campaigns		50	20	30
	Total		500	150	350
ASC/ N 0502 Implement the digital marketing and social media strategy	PC 1. implement and manage the digital marketing strategy in line with overall strategy	500	40	15	25
	PC2. implement, analyze, and optimize organic and paid search engine marketing activities		50	20	30
	PC3. develop copy and content for all marketing media, and work closely with our product management and sales teams		50	10	30
	PC4. analyze and provide weekly & monthly digital marketing metrics and lead/prospect status reports to senior level management and deliver guidance for program optimization		40	20	30
	PC5. tracking and reporting metrics around social posts and fan engagement, and applying strategic analysis to feed learnings back to the team		40	15	25
	PC6. monitor trends in Social Media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website performance for the OEM products		50	10	40
	PC7. monitor effective benchmarks for measuring the impact of Social Media programs		50	10	40
	PC8. analyze, review, and report on effectiveness of campaigns in an effort to maximize results		30	10	20
	PC9. ensure working with all outward facing employees to ensure that they are using social media as outlined in the written strategy		50	20	30
	PC10. provide training to the employees, if needed		50	10	40

	PC11. ensure effective and encouraging adoption of relevant social media techniques into the OEM& dealership culture		50	10	40
Total			500	150	350
ASC/ N 0001 Plan and organise work to meet expected outcomes	PC 1. keep immediate work area clean and tidy	100	10	5	5
	PC2. treat confidential information as per the organisations guidelines		15	5	10
	PC3. work in line with organisations policies and procedures		15	5	10
	PC4. work within the limits of job role		5	0	5
	PC5. obtain guidance from appropriate people, where necessary		15	5	10
	PC6. ensure work meets the agreed requirements		10	0	10
	PC 7. establish and agree on work requirements with appropriate people		5	0	5
	PC8. manage time, materials and cost effectively		15	5	10
	PC9. use resources in a responsible manner		10	5	5
	Total		100	30	70
ASC/ N 0002 Work effectively in a team.	PC 1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100	10	5	5
	PC2. work with colleagues to integrate work		15	5	10
	PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		15	5	10
	PC4. work in ways that show respect for colleagues		10	5	5
	PC5. carry out commitments made to colleagues		20	5	15
	PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons		10	0	10
	PC7. identify problems in working with colleagues and take the initiative to solve these problems		5	0	5
	PC8. follow the organisations policies and procedures for working with colleagues		15	5	10
Total			100	30	70
ASC/ N 0003 Maintain a healthy, safe and secure working environment	PC 1. comply with organisations current health, safety and security policies and procedures		2	2	0
	PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person		12	2	10

	PC3. coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.	50	12	2	10
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority		2	2	0
	PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected		12	2	10
	PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity		7	2	5
	PC7. identify and recommend opportunities for improving health, safety, and security to the designated person		2	2	0
	PC8. complete all health and safety records are updates and procedures well defined		1	1	0
Total			50	15	35
Total			1250	375	875