NATIONAL VOCATIONAL QUALIFICATION

DIGITAL MARKETING

(Level-4)

Contents

1. INTRODUCTION

Digital Marketing (DM) is the term used for the targeted, measurable, and interactive marketing of products or services using digital platforms to reach the viewers, turn them into customers, and retain them. Moreover, digital marketing is defined as a journey that can take an individual or organization towards new markets, discover new opportunities and protect the current landscape. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops. Further, the key benefits of digital marketing are:

1) Allows companies to promote themselves to large, diverse audience that could not be reached through traditional marketing such as phone and email-based advertising.
2) Marketing on most social media platforms comes at little to no cost making it accessible to virtually any size business.
3) Accommodates personalized and direct marketing that targets specific demographics and markets.
4) Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately.
5) Ideal environment for a company to conduct market research.
6) A mean of obtaining information about competitors and boost competitive advantages.
7) Social platforms can be used to promote brands, events, deals, and news.
8) Platforms can also be used to offer incentives in the form of loyalty points and discounts.

Furthermore, the digital marketing covers the following major parts: Fundamentals of DM, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Video Marketing, Email Marketing, Affiliate Marketing, Mobile Marketing, Content Marketing, E-commerce Marketing, Analytics and Data Management, Content Writing, and Blogging.

Being conscious of the emerging trends in the market, National Vocational & Technical Training Commission (NAVTTC) has developed competency standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Digital Marketing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skill in the ability to explore and analyze digital market in a better manner.

2. PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to give the trainee a thorough understanding of Digital Marketing to compete local and international job market. Digital Marketing is diversified and continuously subject to changes. It is therefore important to stress the need for a multidisciplinary approach to meet the challenges within the Digital Marketing sector. Upon successful completion, this course will be able to:

- Produce Mobile Marketer
- Produce Content Marketer
- Produce Video Marketer
- Produce Content Writer
- Produce Google Ads Specialist
- Produce Senior Social Media Marketer

- Produce Assistant Web Data Analyst
- Produce E-Commerce Manager
- Produce Email Marketer

3. DATE OF VALIDATION

These national qualifications have been validated by the Qualification Validation Committee (QVC) from 4-8 August 2020 in Lahore and will remain valid until 08 August 2023.

4. DATE OF REVIEW

These national qualifications may be reviewed in July2023.

5. CODE OF QUALIFICATION

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling, and analyzing cross-nationally comparable statistics on education and training, ISCED codes for these qualifications as assigned as follow:

ISCED CLASSIFICATION FOR DIGITAL MARKETING	
Code	**Description**
000000000	National Vocational qualification Level-2in Content Writer
000000000	National Vocational qualification Level-3 in Junior Digital Marketer
000000000	National Vocational qualification Level-4 in Senior Digital Marketer
000000000	National Vocational qualification Level-5 in Expert Digital Marketer

6. QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualification development workshop from 06-10 July 2020 in Lahore:

S. No.	Name & Designation	Organization
1.	Sajawal Khan Senior Software Engineer	King Edward Medical University, Lahore
2.	Farhan Abbas Senior Software Engineer	King Edward Medical University, Lahore
3.	Dr Muhammad Hamid Lecturer	University of Veterinary and Animal Sciences, Lahore
4.	Rahat Jabeen Graphic Designer	FreeLancer / Self Employed
5.	Adnan Aziz Alam Digital Marketing Instructor	Sanabel Ventures / PNY trainings
6.	Hassan Kazmi Instructor CIT	GCT Raiwind Road, Lahore / PTEVTA Representative, Lahore
7.	Sohail Asgher CEO	TechHive.pk
8.	Usawal Idrees CEO / Instructor DM	Conversion Elevation / UET
9.	Ali Raza Director DM Trainer	Eerkinstech / Information Technology University, Lahore
10.	Zeshan Bela CEO	EZ Solutions, Lahore
11.	Tariq Mehboob Database Admin	PBTE Representative
12.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTC, Islamabad
13.	Muhammad Aasim Assistant Director / Coordinator	NAVTTC HQ Islamabad

7. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualification validation workshop from 04 to 08 August 2020, in Lahore:

S. No.	Name & Designation	Organization
1.	Zeshan Bela CEO	EZ Solutions, Lahore
2.	Sohail Asgher CEO	TechHive.pk
3.	Adnan Aziz Alam Digital Marketing Instructor	Sanabel Ventures / PNY trainings
4.	Dr. Muhammad Hamid Lecturer	University of Veterinary and Animal Sciences, Lahore
5.	Sajawal Khan Senior Software Engineer	King Edward Medical University, Lahore
6.	Ms.Momina Hafeez Digital Marketer	ShopVilla.com.pk
7.	Ahmad Hassan Digital Marketer	Black Urban Tech
8.	Shaukat Ali Rana Deputy Controller PBTE	Representative PBTE, Lahore
9.	Ms.Nasreen Akhtar Instructress in CS	Representative KP TEVTA GPI (W) D.I.KHAN
10.	Talat Saeed Lecturer	Representative S-TEVTA GCT S.I.T.E KARACHI
11.	Engr.Mehmood Ur Rehman Assistant Professor	Representative B-TEVTA GCT QUETTA
12.	Muhammad Adil Senior Instructor IT	Representative P-TEVTA GCT LAYYAH
13.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTC, Islamabad
14.	Muhammad Aasim Assistant Director / Coordinator	NAVTTC HQ Islamabad

8. ENTRY REQUIREMENTS

Entry requirements of these qualifications are Matric or level 4 or equivalent

9. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable

10. SUMMARY OF COMPETENCY STANDARDS

Sr.	Competency Standards	Occupation	Estimated Contact Hours			Total Credit Hours
			Th	Pr	Total	
LEVEL – 4						
1.	Manage Mobile Marketing	Senior Digital Marketer	23	87	110	11
2.	Configure Blog		25	105	130	13
3.	Setup Google Analytics Profile / Account		40	180	220	22
4.	Perform Digital Media Promotional Strategies		23	117	140	14
5.	Develop Google Ads Campaigns		54	216	270	27
6.	Manage Facebook Page Advanced Posting		25	105	130	13
7.	Manage Facebook Group Settings		23	87	110	11
8.	Establish and maintain the occupational Health and safety system		9	21	30	3
9.	Perform Advance communication		9	21	30	3
10.	Analyze Workplace Policies and Procedures		9	21	30	3
	TOTAL		260	940	1200	120

061DM04- 1 : Manage Mobile Marketing

Overview: This competency standard covers the skills and knowledge required to identify, explore and use mobile marketing platforms, formats, types, apps and SMS marketing channels. The trainee will be expected to identify and use of mobile marketing platforms via laptop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding mobile marketing will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Install and Configure Mobile Marketing platforms and tools	*You must be able to:* **P1.** Identify mobile marketing platforms **P2.** Configure messaging mobile marketing app according to requirement **P3.** Perform local SMS marketing using different channels
CU 2. Configure google play console	*You must be able to:* **P1.** Create google play console profile **P2.** Configure setting for app publishing on google play console **P3.** Troubleshoot errors and warnings during app installation and configuration
CU 3. Configure App Store Optimization (ASO)	*You must be able to:* **P1.** Configure App Store (Google, Apple etc.) **P2.** Execute ASO Strategy **P3.** Monitor ASO

Knowledge & Understanding
The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:
- Understanding of mobile marketing.
- Understanding of mobile marketing formats and platforms.
- Learn how to create a developer profile on app stores (Apple Store and Google Play Store).
- Explain google play console
- Explain other mobile marketing channels and types.
- Explain ASO ranking factors
- Learn how to start ASO strategy.
- Learn how to analyse mobile marketing campaigns.
- Learn how to monitor ASO strategy.

Critical Evidence(s) Required
The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:
- Describe mobile marketing platforms and formats.
- Specify ranking factors of ASO.
- Present the lifecycle of ASO strategy.
- Show how to execute CPI and CPA campaigns.
- Describe local mobile marketing types.

- How to set mobile placements (Google and Facebook Ads)

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Internet Connection
3.	Apple App Store
4.	Google Play Store
5.	Apps Radar
6.	Google Ads Account
7.	Facebook Ads Account

061DM04- 2 : Configure Blog

Overview: This competency standard covers the skills and knowledge required to configure Blog setting. The trainee will be expected to identify and use of configuring blog via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Configure Blog Content Section	***You must be able to:*** **P1.** Configure menus **P2.** Develop Pages **P3.** Create posts **P4.** Manage Media **P5.** Generate Links, permalinks **P6.** Configure Comments and trackbacks
CU 2. Configure Administration Section	***You must be able to:*** **P1.** Customize Themes and Appearance **P2.** Configure Plugins **P3.** Configure Tools **P4.** Configure security and privacy settings

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Understands basic content setting
- Understand themes and appearance setting
- Understand plugins and tools
- Understand security and privacy

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:
- Able to customize menu, post, content and link setting
- Able to apply different themes and tweaks these
- Configure plugins and tools
- Configure security and privacy

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web browser
4.	Search Engines
5.	Word Press
6.	WIX
7.	Blogger
8.	Tumblr

061DM04- 3 : Setup Google Analytics Profile / Account

Overview: This competency standard covers the skills and knowledge required to learn about the integration of Business Analytics for Digital Marketing in their website / blog using Google Analytics. The trainee will be expected to learn about the integration of Business Analytics for Digital Marketing in their website / blog using Google Analytics via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Manage Properties on Google Analytics	*You must be able to:* **P1.** Create Google Analytics Profile **P2.** Create and manage properties in google analytics **P3.** Configure properties in google analytics
CU 2. Integrate Google Analytics Tracking Code into Website / Blog	*You must be able to:* **P1.** Generate tracking code with given parameters **P2.** Integrate generated code into website or blog **P3.** Verify tracking code performance
CU 3. Manage Views on Google Analytics	*You must be able to:* **P1.** Create views in google analytics profile **P2.** Create filtered views in google analytics profile **P3.** Edit and delete existing views
CU 4. Manage Goals and segments on Google Analytics	*You must be able to:* **P1.** Create goals in google analytics profile **P2.** Create segments in google analytics profile **P3.** Edit and delete existing goals **P4.** Edit and delete existing segments
CU 5. Monitor Audience Reports on Google Analytics	*You must be able to:* **P1.** Generate real-time audience report with different parameters (demographic and tech) **P2.** Generate overall audience report with different parameters (demographic and tech) using google analytics **P3.** Analyse real-time and overall audience traffic reports
CU 6. Manage Google Analytics Account and property Permissions	*You must be able to:* **P1.** Create and manage account permissions **P2.** Create and manage property permissions
CU 7. Integrate Google Ads and AdSense with Analytics	*You must be able to:* **P1.** Integrate google ads account **P2.** Integrate google AdSense account

CU 8. Export Data Analytics Reports to PDF / Excel and CSV	**You must be able to:**
	P1. Create data analytics report by applying different filters **P2.** Export data analytics report in different formats (PDF, Excel, CSV etc.) **P3.** Share google analytics data

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge required to carry out tasks covered in this competency standard, which includes the knowledge of:

- Explain Google Analytics and its use in Digital Marketing
- Learn and understand basic components Google Analytics
- Learn and understand about User Accounts
- Learn and understand about Property
- Learn and understand about Views & Filtered-Views
- Explain Realtime and overall Audience Analysis
- Explain various types of Analysis Reports
- Explain User Account and Property Permissions
- Explain Google Ads and AdSense Integration into Google Analytics
- Explain Demographics and Interests Reports
- Explain exporting Analytics Reports to Excel, PDF and other formats.
- Explain automated sharing of Analytics Reports

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard. The trainee must be able to:

- Create and Manage Google Analytics Profiles.
- Create / Edit Properties
- Create / Edit Views and Filters
- Create / Edit Goals.
- Create / Edit Audience Segments.
- Generate various types of Data Reports
- Generate Demographics and Interests Report
- Generate Reports based on Location(s), Device(s) and URL(s)
- Export Analytics Reports to Excel, PDF and CSV.
- Automate sharing of Analytics Reports via Email

Tools & Equipment required:

The tools and equipment required for this competency standard are given below:

Sr. No	Description
1.	Computer
2.	Internet
3.	Web Browser (Chrome, Firefox, Edge etc.)

061DM04- 4 : Perform Digital Media Promotional Strategies

Overview: This competency standard covers the skills and knowledge required to develop methods to attract the readers of blogs by using different promotion mechanisms. Candidate will also be able to pitch his/her idea. The trainee will be expected to develop methods to attract the readers of blogs by using different promotion mechanisms via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Promote posts through social media	*You must be able to:* **P1.** Design the content for the post **P2.** Select potential social media platforms **P3.** Publish post on social media platforms **P4.** Boost the post
CU 2. Promote posts through email and SMS marketing	*You must be able to:* **P1.** Design the content/newsletter for email as per the standards **P2.** Generate list of potential recipients from different sources **P3.** Send email / SMS

Knowledge & Understanding
The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Define Social Media
- List down the popular social media platforms
- Define SEO
- Describe different SEO tools
- Elaborate SEO optimization
- Discuss SEO Optimization attributes
- List down important sources of SEO

Critical Evidence(s) Required
The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:
- Design the content to promote a post for the blog/product
- Prepare the list of most appropriate list of social media platforms for blog promotion
- Must know how to write and send email to the targeted audience of blog post

  Must know the sources where you can collect the information of post audience

Tools and Equipment
The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	SMS services
5.	Google Webmaster
6.	Benchmark Email
7.	MailChimp

061DM04- 5 : Develop Google Ads Campaigns

Overview: This competency standard covers the skills and knowledge required to setup Google Ads Account. The trainee will be expected to set up Google Ads Account via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Create Google Ads Account	***You must be able to:*** **P1.** Signup for google ads account **P2.** Add payment methods **P3.** Manage funds in account
CU 2. Create Search Ads and smart Ads	***You must be able to:*** **P1.** Choose ad campaign goal as per the given type (search and smart) **P2.** Add ad title with ad sets **P3.** Write ad and ad sets description **P4.** Add ad and ad sets link **P5.** Write ad and ad sets destination link **P6.** Select basic ad parameters (schedule, language, demographics, audience, location) **P7.** Select ad budget **P8.** Run the ad
CU 3. Create Website and Leads Ads	***You must be able to:*** **P1.** Select ad campaign type (website and leads) **P2.** Design lead form or ad website landing page parameters as per the selected ad type **P3.** Add headline and description **P4.** Select basic ad parameters (schedule, language, demographics, audience, location) **P5.** Select ad network **P6.** Choose ad budget **P7.** Select Bidding Strategy **P8.** Write ad destination link **P9.** Upload ad media **P10.** Run ad
CU 4. Create Product and Brand Consideration Campaign	***You must be able to:*** **P1.** Choose campaign type (Display, and Video) **P2.** Add website address for Display Campaign **P3.** Select Video Campaign subtype (Influence consideration, Ad sequence, Shopping) **P4.** Select basic ad parameters (schedule, language, demographics, audience, location) **P5.** Add Budget and dates **P6.** Select Bidding Strategy **P7.** Develop ad content

	P8. Add Content Exclusions
	P9. Select Devices
	P10. Add Keywords
	P11. Add video or paste it URL Add Description
	P12. Save and Run the Campaign
CU 5. Create App Promotion Campaign	***You must be able to:*** **P1.** Select App platforms (iOS, Android) **P2.** Select App **P3.** Select app promotion ad parameters (scheduling, language, demographics, audience, location) **P4.** Select Budget **P5.** Select Bidding (install volume, cost per install) **P6.** Develop ad content **P7.** Save and Create the campaign
CU 6. Configure and optimize Google Ads Overview and Tools & Settings	***You must be able to:*** **P1.** Configure and optimize all campaigns performances **P2.** Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements **P3.** Generate relevant keywords from keyword planner **P4.** Generate Reports on the Dashboard (reach, impressions, CPC, etc.) **P5.** Configure Planning & billing **P6.** Configure Shared Library tools **P7.** Configure Measurement tools (conversions and google analytics etc.) **P8.** Configure Bulk Actions tools **P9.** Configure Setup tools

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain Google Ads basics.
- Explain configuration of Google Ads.
- The Ability to create conversion goals.
- Understanding of bidding strategies.
- Understanding of sales, leads, web traffic, brand awareness, and consideration campaigns.
- The ability to analyze campaigns.

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Show the connection with linked accounts and payment methods.
- Present the configuration of Google Ads account.
- Present the overall Overview of Google Ads account.
- Show implementation of sales campaign.
- Show implementation of leads campaign.
- Show implementation of website traffic and consideration campaigns.

- Show implementation of brand awareness campaigns.
- Show implementation of App Promotion campaign.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Internet Connection
3.	Gmail Account
4.	Google Ads Account

061DM04- 6 : Manage Facebook Page Advanced Posting

Overview: This competency standard covers the skills and knowledge required to manage advanced Facebook page posting from URL and mobile app. The trainee will be expected to manage advanced Facebook page posting from URL and mobile app via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria

CU 1. Create post with advanced options	*You must be able to:*
	
	P1. Create post with following options
	   ➤ designing
	   ➤ tagging
	   ➤ scheduling
	P2. Configure post with following button options
	   ➤ WhatsApp
	   ➤ Facebook messages
	   ➤ call
	P3. Publish the post Publish the Post

CU 2. Create Post with Check-in and Live Video Streaming	*You must be able to:* **P1.** Create check-in post **P2.** Create live video streaming post **P3.** Create post with Feeling/ Activity options **P4.** Create post of playing game with friends
CU 3. Create offers on Facebook page	*You must be able to:* **P1.** Design post with product offer price (flat discount and percentage discount etc.) **P2.** Create post with Job Announcement

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:
- Explain the advanced level Facebook page posting with image upload
- Explain the advanced level Facebook page posting with video upload
- Explain the advanced level Facebook page posting with combination of image & video upload
- Explain the advanced level Facebook page posting with any content and Action button
- Explain the advanced level Facebook page posting with any content and post scheduling
- Explain the advanced level Facebook page posting with product/service offer
- Explain the advanced level Facebook page posting with check in to any location (pinned)
- Explain the advanced level Facebook page posting with play with friends (for games)
- Explain the advanced level Facebook page posting with job offer
- Explain the advanced level Facebook page posting live streaming

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:
- Demonstrate about the advanced level Facebook page posting with image upload
- Demonstrate about the advanced level Facebook page posting with video upload
- Demonstrate about the advanced level Facebook page posting with combination of image & video upload
- Demonstrate about the advanced level Facebook page posting with any content and Action button
- Demonstrate about the advanced level Facebook page posting with any content and post scheduling
- Demonstrate about the advanced level Facebook page posting with product/service offer
- Demonstrate about the advanced level Facebook page posting with check in to any location (pinned)
- Demonstrate about the advanced level Facebook page posting with play with friends (for games)
- Demonstrate about the advanced level Facebook page posting with job offer
- Demonstrate about the advanced level Facebook page posting live streaming

Tools and Equipment
The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel

061DM04- 7 : Manage Facebook Group Settings

Overview: This competency standard covers the skills and knowledge required to set Facebook group basic general settings from URL and mobile app. The trainee will be expected to set Facebook group basic and advance general settings from URL and mobile app via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Set/Manage Group Basic Settings	***You must be able to:*** **P1.** Set cover and profile image **P2.** Add members **P3.** Manage Group type (General, Buy & Sell, Gaming, Social Learning, Work and Jobs) **P4.** Write group description **P5.** Select location **P6.** Enter Tags **P7.** Integrate social media profiles **P8.** Choose desired colour **P9.** Set web address/user name for the group
CU 2. Set Group Advanced Settings	***You must be able to:*** **P1.** Set privacy of the group (private, public) **P2.** Set visibility of the group (hidden or visible) **P3.** Set Badges for the group members **P4.** Add Group Sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.) **P5.** Manage membership approvals **P6.** Manage post approvals **P7.** Manage keywords alerts

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain the basic Facebook group editing with group image
- Explain the basic Facebook group editing with adding members
- Explain the basic Facebook group editing with Manage Group Type: General, Buy & Sell, Gaming, Social Learning, Work and Jobs
- Explain the basic Facebook group editing with group description
- Explain the basic Facebook group editing with group location
- Explain the basic Facebook group editing with group tags
- Explain the basic Facebook group editing with group associated apps
- Explain the basic Facebook group editing with group linked pages (Facebook)
- Explain the basic Facebook group editing with group icon and overall color
- Explain the basic Facebook group editing with group privacy settings
- Explain the basic Facebook group editing with group visibility options
- Explain the basic Facebook group editing with group badges

- Explain the advanced Facebook group editing with Add Group Sections: Mentorship, Social Learning Units, Jobs, Watch Party
- Explain the advanced Facebook group editing with managing Membership Approvals
- Explain the advanced Facebook group editing with managing Post Approvals
- Explain the advanced Facebook group editing with Managing keywords alerts

Critical Evidence(s) Required
The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:
- Demonstrate about the basic Facebook group editing with group image
- Demonstrate about the basic Facebook group editing with adding members
- Demonstrate about the basic Facebook group editing with Manage Group Type: General, Buy & Sell, Gaming, Social Learning, Work and Jobs
- Demonstrate about the basic Facebook group editing with group description
- Demonstrate about the basic Facebook group editing with group location
- Demonstrate about the basic Facebook group editing with group tags
- Demonstrate about the basic Facebook group editing with group associated apps
- Demonstrate about the basic Facebook group editing with group linked pages (Facebook)
- Demonstrate about the basic Facebook group editing with group icon and overall color
- Demonstrate about the basic Facebook group editing with group privacy settings
- Demonstrate about the basic Facebook group editing with group visibility options
- Demonstrate about the basic Facebook group editing with group badges

Tools and Equipment
The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel

0414TAM07-8: Establish and Maintain the Occupational Health and Safety System

Overview: This unit covers how to establish, maintain and evaluate an occupational health and safety system in the work environment. This unit applies to workers who have either a legislated or delegated responsibility to implement OHS systems to meet the organization s policy requirements. These roles require significant role or delegated authority to allow effective implementation and review. While designed for public safety workers, this unit could be applied in a range of industries. This unit does not cover the broader implementation of organisation wide OHS policy.

Competency Units	Performance Criteria
CU1. Organise consultation process	*You must be able to:* **P1.** Identify and invite relevant personnel or other representative personnel into the development and maintenance processes. **P2.** Handle issues raised through consultation according to issue resolution procedures. **P3.** Verify results from the consultation process and makes it available to relevant personnel.
CU2. Design Occupational Health and Safety framework	*You must be able to:* **P1.** Identify hazards and risks correctly and confirm according to occupational health and safety legislation, codes of practice and prevailing trends. **P2.** Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures **P3.** Develop occupational health and safety policies line with relevant legislation. **P4.** Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements. **P5.** Provide adequate resources in a timely and consistent manner. **P6.** Develop and implement measures to control assessed risks in accordance with the hierarchy of control, relevant occupational health and safety legislation, codes of practice and trends. **P7.** Implement interim solutions until a permanent control

	measure. **P8.** Record details clearly and efficiently according to organisation policy and procedures and relevant legislation
CU3. Design and implement an Occupational Health and Safety awareness training program	*You must be able to:* **P1.** Devise educational information on the occupational health and safety system and make it available to all relevant personnel. **P2.** Provide appropriate training to all relevant personnel to enable the implementation of safety procedures
CU4. Establish, monitor and maintain Occupational Health and safety system	*You must be able to:* **P1.** Establish a system for keeping occupational health and safety records in accordance with legislative requirements. **P2.** Monitor Work activities to ensure that hazard identification and risk assessment and control procedures are effectively adopted. **P3.** Identify Inadequacies in hazard, risk assessment and established risk control measures in accordance with the hierarchy of control and report to designated personnel. **P4.** Amendments to procedures are undertaken through appropriate consultation methods
CU5. Establish and maintain a system for accident investigation	*You must be able to:* **P1.** Develop a system and implement for reporting and investigation of all accidents/incidents in accordance with the policies and procedures. **P2.** Provide training to employees responsible for accident investigation for effective implementation of accident investigation policy. **P3.** Implement Policies and procedures for reporting and investigating all accidents/incidents are reviewed and updated as required
CU6. Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs	*You must be able to:* **P1.** Ensure the effectiveness of the occupational health and safety system and related policies, procedures and programs is assessed according to the organization's occupational health and safety policy. **P2.** Develop occupational health and safety system and implement it. **P3.** Compliance with occupational health and safety legislation and codes of practice is assessed to ensure that legal occupational health and safety standards are maintained

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- State details of all relevant Occupational Health and Safety legislation and its relevance to organisation operations
- State details of codes of practice and their relevance to organisation operations
- Explain hierarchy of control (the preferred order of risk control measures from most to least preferred that is:
    - elimination
    - substitution
    - engineering control
    - administrative controls
    - and personal protective equipment)
- Describe literacy levels and communication skills of work group members
- State knowledge of current principles and practices used to implement and monitor organizational OH&S policies
- Explain procedures and programs
- Elaborate suitable communication techniques to address needs of work group members

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

- A person who demonstrates competency in this unit must be able to provide evidence of the ability to establish and maintain the occupational health and safety system. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance Requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

1. Demonstrated understanding of principles and practices for Occupational Health and Safety.

2. Demonstrated understanding of the significance of other management systems and procedures for occupational health and safety.

001100853- 9: Perform Advance Communication

Overview: This unit describes the performance outcomes, skills and knowledge required to develop communication skills used professionally. It covers plan and organise work and conduct trainings at workplace, along with demonstrating professional skills independently.

Competency Units	Performance Criteria

CU1. Demonstrate professional skills	*You must be able to:*
	
	P1. Use different modes of communication to communicate
	    • Speaking
	    • Reading
	    • Writing
	    • Listening
	    • Presentation
	    • visual representation etc
	P2. Develop CV Skills according requirements
	P3. Upgrade professional skills by attending trainings, webinars, conferences etc.
	P4. Perform Continuous professional development as required at workplace
	P5. Develop interview skills

CU2. Plan and Organize work	*You must be able to:* **P1.** Identify task requirements. **P2.** Plan steps to complete tasks. **P3.** Review planning and organizing process. **P4.** Organize work.
CU3. Provide trainings at workplace	*You must be able to:* **P1.** Assess the need for training **P2.** Prepare trainees for the learning experience **P3.** Present training session **P4.** Support trainees in managing their own learning **P5.** Facilitate group learning **P6.** Provide opportunity for practice **P7.** Provide feedback on progress on trainees

	P8. Review delivery experience

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- Explaining the training skills
- Identification of the professional skills
- Describing the advanced language skills
- Understanding of the assessment and trainees feedback methods
- Direct and indirect communication methods
- Explaining the need of the training type at the work place

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Job sheet
- Office emails and coordination reports
- Feedback Performa

041700841-10: Analyze with Workplace Policy and Procedures -

Overview: This unit describes the skills and knowledge required to implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

Competency Units	Performance Criteria
CU1. Manage work timeframes	*You must be able to:* **P1.** Complete work tasks within deadlines in according to order of priority **P2.** Supervisors are informed of any delays in work times or projects
CU2. Manage to convene meeting	*You must be able to:* **P1.** Develop agenda in line with meeting purpose **P2.** Select participants and notify them accordingly **P3.** Carryout meeting arrangements according to the time **P4.** Record the minutes of the meeting
CU3. Set and meet own work priorities at instant	*You must be able to:* **P1.** Take initiative to prioritize and facilitate competing demands to achieve organizational goals and objectives **P2.** Use technology efficiently and effectively to manage work priorities and commitments **P3.** Maintain appropriate work-life balance
CU4. Develop and maintain professional competence	*You must be able to:* **P1.** Assess personal knowledge and skills against competency **P2.** Participate in networks to enhance personal knowledge, skills and work relationships **P3.** Seek feedback from employees, clients and colleagues to develop and improve competence

CU5. Follow and implement work safety requirements	**You must be able to:** **P1.** Identify and report emergency incidents **P2.** Practice organizational policy and procedures for responding to emergency incidents **P3.** Identify and implement workplace procedures and work instructions for controlling risks

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Healthy work life balance
- Meeting terminologies, structures and arrangements
- Relevant organizational procedures and policies regarding meetings, chairing and minutes.
- Barriers to implement policies and procedures in an organization and possible strategies to address them.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

- A person who demonstrates competency in this unit must be able to provide evidence of the ability to understand workplace policy and procedures. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments