

Name of the Job Role: Social Media Manager

QP Code and NSQF Level: MES/Q0703

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	Domain Training	Develop social media strategy	1. Set-up social media marketing goals 2. Identify and understand the target audience 3. Identify the social media channels and set-up campaign budgets 4. Define KPIs to measure performance of campaigns	2 Hr.	PC1. identify and understand organization's objectives for aligning social media marketing campaigns towards it PC2. set-up clear, specific and measurable goals for each social media marketing Campaign 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 PC6. identify the social media networks to be targeted based on the defined objectives and goals PC7. set-up and allocate the budget for each social media network PC8. define key performance indicators (KPI) for each social media marketing campaign to measure their outcome PC9. set-up the frequency of performance reports to be created and shared with the stakeholders

	Domain Training	Plan social media strategy	<ol style="list-style-type: none"> 1. Set-up the Campaigns 2. Delegate tasks to the team members 3. Review the set-up of campaigns 		<p>PC1. set-up the campaigns based on the defined social media marketing strategy</p> <p>PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources</p> <p>PC3. manage the social media strategy in line with overall organization's objectives and goals</p> <p>PC4. identify the campaign requirements such as content, creatives, budget, landing pages etc.</p> <p>PC5. delegate the campaign tasks to the team members along with set completion deadline</p> <p>PC6. monitor the work progress, review the quality and give feedback to the team Members</p> <p>PC7. test and ensure the conversion tracking is set-up properly for each campaign</p> <p>PC8. review the target audience, daily budget and scheduling of all the campaigns</p> <p>PC9. review and ensure that the campaign budgets are set-up as per the plan</p>
	Domain Training	Prepare and manage the budget	<ol style="list-style-type: none"> 1. Estimating the cost of social media campaign and activities 2. Monitoring the budget 	2 Hr.	<p>PC1. determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc.</p> <p>PC2. determine the sequence of activities in terms of their cost implications and expenses for each item</p> <p>PC3. prepare online campaign budget (either using budgeting/ tabulation software or manually) with details on required expenses for each</p>

					activity PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the finance) in a coordinated and timely manner
2	Soft Skills and Entrepreneurship Tips specific to the Job Role	Communication & team work		2 Hr.	Communicate what one intends to, to other team mates
		E wallet & digital literacy/e-commerce		2 Hr.	Online transaction system using smart phones/ computer Awareness about faradism
3	Familiarization to Assessment Process and Terms Duration: 2 hours	Need and importance of Assessment		1 Hr.	Should be able to understand importance of assessment
		Process and modes of assessments		1 Hr.	Should become familiar with the process of assessment

