



National Competency Standards Level-2 for Content Writing  
“Copywriter”





## **ACKNOWLEDGEMENTS**

National Vocational and Technical Training Commission (NAVTTTC) extends its gratitude and appreciation to representatives of business, industry, academia, government agencies, provincial TEVTAs, sector skill councils and trade associations who spared time and extended their expertise for the development of National Vocational Qualifications for the trade of **Content Writing**. This work would not have been possible without the technical support of the above personnel.

NAVTTTC initiated development of CBT&A based qualifications for 200 traditional / hi-tech trades under the Prime **Minister's Hunarmand Pakistan Program**, focusing on Development & Standardization of 200 Technical & Vocational Education & Training (TVET) Qualifications. NAVTTTC efforts have received full support from the Ministry of Federal Education and Professional Training which highly facilitated progress under this initiative.

It may not be out of place to mention here that all the experts of Industry, Academia and TVET experts of TEVTAs, BTEs and PVTC work diligently for making this qualification worthy and error free for which all credit goes to them. However, NAVTTTC accepts the responsibility of all the errors and omissions still prevailing in the Qualification document.

It is also noteworthy that development of Skill Standards is a dynamic and ongoing process, and the developed skill standards needs periodic review and updating owing to the constant technological advancements, development in scientific knowledge, and growing experience of implementation at the grass root level as well as the demand of industry. NAVTTTC will ensure to keep the qualifications abreast with the changing demands of both national and international job markets.

**Dr. Nasir Khan**

**Executive Director (NAVTTTC)**



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## 1. Introduction

Writing for the web has evolved into a specialist skill essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is an art of writing specific content for a website that would drive traffic to it. This type of writing requires professional writing and language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that adds to knowledge of the viewer which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format but the style counts a lot

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 'Content Writing' 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 writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, editing, designing and producing texts for professional and technical purposes, with concrete application on industry sourced documents and projects.

The National Competency Standards could be used as a referral document for the development of curriculum to be used by training institutions

## 2. Purpose of the Qualification

The purpose of this qualification is to set the highly professional standards for the content writing in order to compete local and international job market. The specific objectives of developing these qualifications are as under:

- Produce quality content writers .
- Produce competitive freelancers.



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- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Content Writing Industry.



### 3. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20<sup>th</sup> -24<sup>th</sup> July, 2020 and will remain valid for ten years i.e **24<sup>th</sup> July, 2030**

### 4. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20<sup>th</sup> -24<sup>th</sup> July, 2020 and shall be reviewed after three years i.e **25<sup>th</sup> July, 2023**

### 5. Codes of Qualifications

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 are assigned as follows:

ISCED Classification	
Code	Description
0232-L&L(1)	1 <sup>st</sup> Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (2)	2 <sup>nd</sup> Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (3)	3 <sup>rd</sup> Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (4)	4 <sup>th</sup> Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (5)	5 <sup>th</sup> Level National Certificate of level-5, in "Content Writing Technology"



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### 6. Members of Qualification Development Committee

The following members participated in the qualification development process at PITAC, Lahore.

**Date:** 8<sup>th</sup> to 12<sup>th</sup> June'2020

S#	Name	Designation	Organization
1	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
2	Mr. Muhammad Adrees	Assistant Professor	The University of Lahore
3	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
4	Mr. Rehan Ahmad	Assistant Professor	The University of Lahore/Y
5	Mr. Muhammad Tayyab	Assistant Professor	The University of Lahore
6	Mr. Sohail Asgher	Director Operations	TechHive.pk
7	Mr. Afzal Zubair	Content Writer	Dejavu
8	Ms. Fatima Batool	Web Master	<ul style="list-style-type: none"><li>LeadersInn.pk</li><li><a href="http://www.youtube.com/c/fatimabatoolleadersinn">www.youtube.com/c/fatimabatoolleadersinn</a></li></ul>
9	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
10	Ms. Anum Sharf	Content Editor/Trainer	Urtasker, Islamabad
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTTC





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### 7. Qualification Validation Committee

The following members participated in the qualification development process at PITAC, Lahore.

**Date:** 20<sup>th</sup> to 24<sup>th</sup> July'2020

S#	Name	Designation	Organization
1	Ms. Fatima Iqbal	System Analyst	PBTE
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA
3	Ms. Tehmina Amanat	Instructor	PVTC
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.
6	Ms. Fatima Batool	Web Master	<ul style="list-style-type: none"><li>LeadersInn.pk</li><li>www.youtube.com/c/fatimabatoolleadersinn</li></ul>
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA
8	Mr. Ali Raza	CEO	ARZ Host
9	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
10	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTTC



## 8. Minutes of Meetings



Report Regarding Validation of Competency Standards for National Vocational Qualifications Level 5 for Content Writing



### Minutes of Meeting

A meeting of Qualification Review and Validation Committee for Review and Validation of Competency Standards for the trade of "Content Writing" was held at Pakistan Industrial Technical Assistance Center, Lahore from 20<sup>th</sup> – 24<sup>th</sup> July, 2020. The following activities were taken place during meeting:

1. Participants were informed about the validation process and their needed input & Introduction of OP & CS file to the new participants
2. Consultation has been made with the relevant industry experts to confirm the accuracy of the competency standards, level of competency standards and get their feedback and endorsement.
3. Prepare the mapping and packaging of CS as per expert's guidelines.
4. Design the credit hours for CS as per PBTE & NVQF guidelines.
5. Some competency standards and units were rephrased as per NAVTTC standards
6. Some performance criteria were added, edited, corrected and revised/replaced.
7. Knowledge and understanding section of the document is revised.
8. Tools and equipment lists are revised and the revised list changes are made to the OP chart and CS as per industry requirements.
9. Time allocation for contact hours is confirmed with the industry representatives and is adjusted accordingly.
10. Levels of competency standards were defined
11. According to NVQF guidelines Competency standards were packaged in National Occupational Standards in 4 certifications of Levels 2, 3, 4 and 5.
12. The QVC Finalize the competency standards on the basis of expert's feedback, for the submission of NAVTTC approval and notification.

The following experts has participated in the CS Review and Validation Committee meeting and showed their consent to validated competency standards as found them according to the requirements of the industry:

	Name	Designation	Organization	Signature
1	Ms. Fatima Iqbal	System Analyst	PBTE	
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA	
3	Ms. Tehmina Amanat	Instructor	PVTC	
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA	
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.	
6	Ms. Fatima Batool	Web Master	LeadersInn.pk	
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA	
8	Mr. Ali Raza	CEO	ARZ Host	
9	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore	
10	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore	
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator	INTECH/UET Lahore	
12	Mr. Sikandar Masood	Director SS&C	NAVTTC	



## 9. Entry Requirements

The entry for D.A. E National Certificate level 2, in '**Content Writing**' are:

1. A person having **Matric certificate with Science/Arts subjects**

## 10. Regulation of the qualification and schedule of units

Not Applicable



## 11. Generic Modules with respective levels

- Health and Safety

LEVEL 2

- Digital Skills

LEVEL 3

- Soft Skills

LEVEL 4

- Entrepreneurship & Freelancing

LEVEL 5



## 12. Mapping of the Qualification

# Mapping of the Qualifications





### 13. Summary of competencies

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
<b>Level 2</b>								
1	Develop vocabulary	<b>Fundamentals of Content Writing</b>	2	Technical	3	12	15	1.5
2	Use basic grammatical rules		2	Technical	3	12	15	1.5
3	Write/Rewrite paragraphs		2	Technical	6	24	30	3
4	Check for Grammatical Errors		2	Technical	3	15	18	1.8
5	Identify your niche (Food, Traveling Fashion, Automobile etc.)	<b>Blogger</b>	2	Technical	3	15	18	1.8
6	Create Blog		2	Technical	9	27	36	3.6
7	Generate, research, and pitch ideas for posts.		2	Technical	6	24	30	3
8	Develop methods to attract new and existing readers.		2	Technical	6	27	33	3.3
9	Write professional emails	<b>Email and Newsletter Developer</b>	2	Technical	3	15	18	1.8
10	Perform Editing and proofreading.		2	Technical	6	24	30	3
11	Finalize the design of the newsletter.		2	Technical	6	24	30	3
12	Manage internal and external communication of a company	<b>Communication Assistant</b>	2	Technical	6	24	30	3
13	Draft media statements		2	Technical	3	12	15	1.5
14	Represent the company to the outside world in a good manner.		2	Technical	6	27	33	3.3
15	Plan events and press conferences		2	Technical	6	18	24	2.4
16	Compile Media Publications		2	Technical	6	24	30	3
17	Generate the words and slogans		2	Technical	6	24	30	3
18	Discuss the client's core message in the content by keeping the target audience in mind	<b>Copywriter</b>	2	Technical	9	27	36	3.6
19	Generate infographics.		2	Technical	6	24	30	3
20	Write product descriptions		2	Technical	9	27	36	3.6
21	Interact with traditional print media for ad campaigns.		2	Technical	3	18	21	2.1
22	Write audio scripts that accompany advertising visuals		2	Technical	9	27	36	3.6



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23	Verify factual correctness of information	<b>Copy Editing</b>	2	Technical	4	15	19	1.9
24	Check text for format, readability and policies.		2	Technical	3	15	18	1.8
25	Maintain occupational health and safety	<b>Health and Safety</b>	2	Generic	3	6	9	0.9
26	Maintain good health while using Computer/Digital devices at work		2	Generic	4	6	10	1
<b>Total</b>					<b>137</b>	<b>513</b>	<b>650</b>	<b>65</b>
<b>Percentage</b>					<b>21.0</b>	<b>78.92</b>		
					<b>769</b>	<b>31</b>		

Occupations and Level Descriptor					
SR.NO	OCCUPATIONS	NO OF COMPETENCY STADARDS	LEVEL	OCCUPATION CONTACT HOURS	TOTAL (LEVEL CONTACT HOURS)
1	<i>Fundamentals of Content Writing</i>	4	<b>2</b>	78	650
2	<i>Blogger</i>	4		117	
3	<i>Email and Newsletter Developer</i>	3		78	
4	<i>Communication Assistant</i>	5		132	
5	<i>Copywriter</i>	6		189	
6	<i>Copy Editing</i>	2		37	
7	<i>Health and Safety</i>	2		19	





## 14. Qualification Levelling and Packaging

### Level 2

*(Fundamentals of Content Writing, Blogger, Email and Newsletter Developer, Communication Assistant, Copywriter, Copy Editing, Health and Safety)*

#### **Fundamentals of Content Writing**

1. Develop vocabulary
2. Use basic grammatical rules
3. Write/Rewrite paragraphs
4. Check for Grammatical Errors

#### **Blogger**

1. Identify your niche (Food, Traveling Fashion, Automobile etc.)
2. Create Blog
3. Generate, research, and pitch ideas for posts.
4. Develop methods to attract new and existing readers.

#### **Email and Newsletter Developer**

1. Write professional emails
2. Perform Editing and proofreading.
3. Finalize the design of the newsletter.

#### **Communication Assistant**

1. Manage internal and external communication of a company
2. Draft media statements
3. Represent the company to the outside world in a good manner.
4. Plan events and press conferences
5. Compile Media Publications

#### **Copywriter**

1. Generate the words and slogans
2. Discuss the client's core message in the content by keeping the target audience in mind
3. Generate infographics.
4. Write product descriptions
5. Interact with traditional print media for ad campaigns.
6. Write audio scripts that accompany advertising visuals

#### **Copy Editing**

1. Verify factual correctness of information





2. Check text for format, readability and policies.

## Health and Safety

1. Maintain personal health while using digital devices
2. Work safely in an office environment

## 15. Detail of Qualifications and its Competency Standards

### A. Technical Competencies

#### 1. *Fundamentals of Content Writing*

#### 0232-L&L-1. Develop Vocabulary

**Overview:** This competency standard covers the skills and knowledge required to develop vocabulary that is a prerequisite for communication in both formal and informal scenario.

Competency Unit	Performance Criteria
<b>CU1. Build Vocabulary</b>	<b>P1.</b> Use e-dictionary <b>P2.</b> Develop word bank by learning 10 words a day <b>P3.</b> Make journal of new words <b>P4.</b> Use all learned words in sentences.
<b>CU2. Look for Synonyms</b>	<b>P1.</b> Search synonyms from Google, Microsoft Word, e-dictionary, etc. <b>P2.</b> Find synonyms for all the learned words. <b>P3.</b> Note down these synonyms in your journal
<b>CU3. Play word games</b>	<b>P1.</b> Play different games to develop vocabulary, e.g., Scrabble, Charades, word search, joint letters, rearrange words, match words etc. <b>P2.</b> Use e-flash cards e.g. Magoosh Flash card, ankidroid etc. <b>P3.</b> Note down these words in your journal
<b>CU4. Participate in conversations.</b>	<b>P1.</b> Participate in Group discussions. <b>P2.</b> Use all learned words in conversation



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### **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:

- Explain the use of Dictionary.
- Name different games in order to build vocabulary.

### **Tools and Equipment**

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Internet
3.	Internet Browsers – Chrome, Mozilla Firefox, Internet Explorer, Opera, etc.
4.	Search Engine – Google, Bing
5.	Online Dictionary
6.	Word games

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Develop a personal journal of vocabulary
- Utilize different applications to build vocabulary



## 0232-L&L-2. Use basic grammatical rules

**Overview:** This competency standard covers the skills and knowledge required to develop expression to ensure effective communication in writing.

Competency Unit	Performance Criteria
<b>CU1. Learn the correct use of Grammar</b>	<b>P1.</b> Learn basic grammar e.g., Parts of speech, use of conjunction, preposition, transitive, etc. <b>P2.</b> Practice subject verb agreement. <b>P3.</b> Identify common grammatical mistakes e.g., parallelism, order of words, pronoun antecedent agreement etc.
<b>CU2. Follow Syntax</b>	<b>P1.</b> Identify sentence structure <b>P2.</b> Make all types of sentence <b>P3.</b> Use punctuation in sentences

### 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:

- Correct use of basic grammar
- Explain sentence and its structure
- Define the rules for punctuation

### Tools and Equipment

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Internet
3.	Internet Browsers – Chrome, Mozilla Firefox, Internet Explorer, Opera, etc
4.	Search Engine – Google, Bing



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### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Punctuate a given paragraph.



### 0232-L&L-3. Write/Rewrite Paragraph

**Overview:** This competency standard covers the skills and knowledge required to ensure in rewriting.

Competency Unit	Performance Criteria
<b>CU1. Learn the Paragraph structure</b>	<p><b>P1.</b> Read about topic sentence, supporting detail and concluding sentence</p> <p><b>P2.</b> Identify the paragraphs in terms of unity and variation</p> <p><b>P3.</b> Read about different types of paragraphs</p> <p><b>P4.</b> Learn the use of different paragraphs with respect to their placement within the write up</p>
<b>CU2. Write into your own words</b>	<p><b>P1.</b> Read a sample paragraph</p> <p><b>P2.</b> Point out topic sentence and supporting details</p> <p><b>P3.</b> Rewrite the sentences with the use of synonyms</p> <p><b>P4.</b> Make sentences not longer than 20 words</p> <p><b>P5.</b> Keep the sentences short and direct</p> <p><b>P6.</b> Check the paragraph for uniformity</p>
<b>CU3. Rewrite a paragraph</b>	<p><b>P1.</b> Read the original paragraph 2-3 times</p> <p><b>P2.</b> Rearrange the sentence if necessary</p> <p><b>P3.</b> Rewrite the ideas into your own words</p> <p><b>P4.</b> Avoid repetition of same sentence structure</p> <p><b>P5.</b> Proofread for any grammatical mistakes</p> <p><b>P6.</b> Rewrite the complete paragraph, not sentence by sentence</p>
<b>CU4. Write a new paragraph</b>	<p><b>P1.</b> Select a topic to write a paragraph.</p> <p><b>P2.</b> Decide which supporting details can substantiate main idea</p> <p><b>P3.</b> Write down your ideas in the form of a paragraph that shows unity and variation</p>



### **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:

- Basic understanding of paragraph and paragraph structure
- Define the rules for Paragraph formulation

### **Tools and Equipment**

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Basic grammar book
3.	Internet
4.	Web Browsers – Chrome, Mozilla Firefox, Internet Explorer, Opera, etc
5.	Search Engine – Google, Bing

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Rewrite the written paragraph
- Write a new paragraph



## 0232-L&L-4. Check for Grammatical Errors

**Overview:** This competency standard covers the skills and knowledge required to check the content is grammatically correct.

Competency Unit	Performance Criteria
<b>CU1. Check the Spelling and Punctuation</b>	<b>P1.</b> Read the write-up for spelling mistakes. <b>P2.</b> Correct the spelling errors. <b>P3.</b> Check and correct the punctuation marks in the content.
<b>CU2. Ensure the Correct Use of Grammar</b>	<b>P1.</b> Read the write-up to find any grammatical mistakes.. <b>P2.</b> Rewrite the sentence to omit the mistakes. <b>P3.</b> Edit sentence structure, parallelism, figure of speech, verbosity, etc

### 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:

- Syntax Errors
- New Vocabulary
- Rich Knowledge of Jargons
- Use of Punctuation and Sentence Structure

### Tools and Equipment

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

S. No.	Items
1	Computer/Laptop
2	Word Processor
3	E-Dictionary
4	Grammarly Software





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### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Prove English proficiency
- Show competency in using dictionary.



## 2. Blogger

### 0232-L&L-5. Identify your niche (Food, Traveling Fashion, Automobile etc.)

**Overview:** After this competency standard the trainee will be able to identify his/her niche (area of interest) like food, travel, fashion, automobile etc.

Competency Unit	Performance Criteria
<b>CU1.</b> Research on topic	<b>P1.</b> Search for top blogging topics on search engines(Google, Yahoo etc.) and market places(Flippa,Sedo etc.) <b>P2.</b> Select your area of interest
<b>CU2.</b> Filter the researched topics	<b>P1.</b> Classify the researched niches based on different criteria. like personal liking, social norms, demographics, etc. <b>P2.</b> Select most appropriate class of niche among them.
<b>CU3.</b> Find your competitors	<b>P1.</b> Search local competitors within your niche. <b>P2.</b> Search global competitors within your niche. <b>P3.</b> Find out the work of your competitors in local and international market
<b>CU4.</b> Perform competitive analysis	<b>P1.</b> Compile the attributes of work done by your competitors <b>P2.</b> Identify the competitive edge <b>P3.</b> Find cost per click (CPC) using keyword planner like the Google Keyword Planner, Soovle etc. <b>P4.</b> Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner, Keyword everywhere etc.

### 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:

- Web browser and browsing
- Search Engines and their working.



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- Define important terminologies related to blogging like niche, keyword, CPC and CTR etc.
- Differentiate between keyword difficulty levels.
- Describe competitive analysis

### **Tools and Equipment**

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

S. No.	Items
1.	Web Browser
2.	Search Engines (google, bing, yahoo etc)
3.	Google Keyword Planner/ Keyword everywhere
4.	Soovle
5.	Moz

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Perform competitive analysis for the provided details



## 0232-L&L-6. Create Blog

**Overview:** After the completion of this competency standard candidate will be able to explore different platforms that provide blogging services and create own blog.

Competency Unit	Performance Criteria
<b>CU1.</b> Search Blogging Platform	<b>P1.</b> Search different blogging platforms like blogger, WordPress, WIX, Tumblr etc <b>P2.</b> Compare features of these platforms both free and paid. <b>P3.</b> Select appropriate blog site.
<b>CU2.</b> Explore working of blogging platform	<b>P1.</b> Explore the interface of the selected blogs sites <b>P2.</b> Learn the working of their features and tools
<b>CU3.</b> Create Blog	<b>P1.</b> Sign up at selected blog site for login purpose in future <b>P2.</b> Create new Blog <b>P3.</b> Set name/title of the blog <b>P4.</b> Write description of the blog <b>P5.</b> Use images for the blog like logo <b>P6.</b> Able to edit blog information <b>P7.</b> Publish your first blog post

### 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:

- Define Blog
- Elaborate blog platform/site
- Differentiate between free and paid blog sites
- Describe Domain
- Elaborate Web hosting and its services
- Define Uniform Resource Locator(URL)

### Tools and Equipment



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

S. No.	Items
1.	Web browser
2.	Search Engines
3.	Word Press
4.	WIX
5.	Blogger
6.	Tumblr
7.	Yola

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Create your first blog



### 0232-L&L-7. Generate, research, and pitch ideas for posts

**Overview:** After this competency standard candidate will be able to generate ideas regarding blog post and able to research about that. Candidate will also be able to pitch his/her idea.

Competency Unit	Performance Criteria
<b>CU1.</b> Research the idea	<b>P1.</b> Research for latest and hot topics for blog posts <b>P2.</b> Identify keywords for Title <b>P3.</b> Search keywords for contents <b>P4.</b> Search keywords for tags
<b>CU2.</b> Create eye catching title	<b>P1.</b> Search different titles to attract audience. <b>P2.</b> Identify focus keywords that can be used in title. <b>P3.</b> Relate title with the idea of post.
<b>CU3.</b> Create content for the idea	<b>P1.</b> Use focus keyword in H1 (Heading style). <b>P2.</b> Prepare textual content of the post in effective manners to narrate the whole idea <b>P3.</b> Use textual, images, videos and infographics in the contents of the idea <b>P4.</b> Use ALT keywords in image <b>P5.</b> Relate Latent Semantic Index (LSI) keywords in the contents <b>P6.</b> Design images for the contents
<b>CU4.</b> Add keywords in Tags	<b>P1.</b> Search your local competitors within your niche. <b>P2.</b> Search your global competitors within your niche. <b>P3.</b> Find out the work of your competitors in local and international market

### 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:

- Define infographics
- Illustrate Latent Semantic Indexing (LSI)



## Tools and Equipment

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

S. No.	Items
1.	Canva (Online Image Designing Tool)
2.	LSIgraph ( <a href="https://lsigraph.com/">https://lsigraph.com/</a> )
3.	Google Keyword Planner
4.	Moz

## Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Hunt LSI keywords for the content
- Design infographics for the idea
- List down the important sections of the content



**0232-L&L-8. Develop methods to attract new and existing readers**

**Overview:** After this competency standard candidate will be able to develop methods to attract the readers of blogs by using different promotion mechanisms.

Competency Unit	Performance Criteria
<b>CU1.</b> Promote posts through social media	<b>P1.</b> Design the content for the post <b>P2.</b> Research potential social media platforms <b>P3.</b> Publish post on social media platforms <b>P4.</b> Boost the post if needed
<b>CU2.</b> Promote posts through email marketing	<b>P1.</b> Design the content/newsletter for email <b>P2.</b> Generate list of potential recipients from different sources <b>P3.</b> Send email
<b>CU3.</b> Promote posts through sms marketing	<b>P1.</b> Design textual content for sms <b>P2.</b> Generate list of potential recipients from appropriate sources <b>P3.</b> Send sms
<b>CU4.</b> Perform SEO	<b>P1.</b> Identify the famous search engines <b>P2.</b> Identify the keywords related to post <b>P3.</b> Index post in search engine using different tools <b>P4.</b> Optimize blog through SEO practices including on page and off page

**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:

- Define Social Media
- List down the popular social media platforms
- Define SEO
- Describe different SEO tools
- Elaborate SEO optimization





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- Discuss SEO Optimization practices( on page/off page)
- List down important sources of SEO

### **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.	Mail server
6.	SMS services
7.	Google Webmaster
8.	Google analytics
9.	Page Speed Insight by Google

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Design the content to promote a post for the blog
- Prepare the list of most appropriate list of social media platforms for your blog promotion
- Must know how to write and send email to the targeted audience of your blog post
- Must know the sources where you can collect the information of your post audience



### 3. Email and Newsletter Developer

#### 0232-L&L-9. Write professional emails

**Overview:** This competency standard covers the skills and knowledge required to write professional emails and company's newsletter.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify Email Platforms	<b>P1.</b> Explore different email platforms e.g. Microsoft Outlook, Gmail, Yahoo Mail etc. <b>P2.</b> Identify the commonalities and differences of multiple email platforms.
<b>CU2.</b> Setup an Email account.	<b>P1.</b> Demonstrate the steps for setting up an email account. <b>P2.</b> Identify errors while configuring an email account. <b>P3.</b> Secure your Email ID by setting up powerful password.
<b>CU3.</b> Compose an Email	<b>P1.</b> Explore the use of Inbox, Outbox/Sent, Trash/Junk, Draft folders. <b>P2.</b> Identify the difference between sender's address and receiver's address. <b>P3.</b> Choose the subject of the email. <b>P4.</b> Attach a file. <b>P5.</b> Compose the email.

#### 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:

- Define Electronic Mail.
- Describe different email platforms.
- Process of setting-up an email account.
- What are the methods of error identification, while setting up an email account.
- How to deal with errors while configuring email account.
- Describe different email platform.
- Explain different email folders.
- Differentiate between professional and non-professional emails.



### **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.	Browser Software (Chrome, Firefox etc.)

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Send an email to the given address.



## 0232-L&L-10. Perform Editing and Proofreading

**Overview:** This competency standard covers the skills and knowledge required to perform editing and proofreading of the emails/newsletters.

Competency Unit	Performance Criteria
<b>CU1.</b> Perform Spell Check.	<b>P1.</b> Read the email carefully after composing it. <b>P2.</b> Identify spelling mistakes. <b>P3.</b> Remove the spelling mistakes. <b>P4.</b> Use AutoCorrect Feature.
<b>CU2.</b> Find/Remove Grammatical Mistakes.	<b>P1.</b> Read the email carefully to identify grammatical mistakes. <b>P2.</b> Remove grammatical errors.
<b>CU3.</b> Structurize your email.	<b>P1.</b> Divide the email in paragraphs. <b>P2.</b> Check for the conflicting or any wrong information. <b>P3.</b> Check if the paragraphs are well structured.

### 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:

- Describe the process of proofreading.
- How to find and remove spelling mistakes in a composed email?
- How to identify and remove grammatical mistakes in a composed email?
- Define the uniform structure of an email.

### 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. Browser Software (Chrome, Firefox etc.)

**Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Identify and remove spelling and grammatical mistakes from the email text.



**0232-L&L-11. Finalize the design of a newsletter**

**Overview:** This competency standard covers the skills and knowledge required to finalize the design of a newsletter.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify different types of newsletter	<b>P1.</b> Explore the Company Newsletter. <b>P2.</b> Explore the Consumer Newsletter. <b>P3.</b> Explore the Organization Newsletter <b>P4.</b> Find the difference between a Consumer newsletter and a company's newsletter.
<b>CU2.</b> Select and use an appropriate software for newsletter composition.	<b>P1.</b> Identify the required features of an email software for developing newsletters. <b>P2.</b> Use the email software such as Mailchimp or Mailjet effectively. <b>P3.</b> Use Third Party Email Softwares.
<b>CU3.</b> Prepare newsletter layout.	<b>P1.</b> Write an eye-catching subject-line and preheader text. <b>P2.</b> Add top quality featured content for the company's newsletter. <b>P3.</b> Add compelling content for Consumer Newsletter. <b>P4.</b> Add engaging graphics to the newsletter. <b>P5.</b> Add social links to the newsletter. <b>P6.</b> Use "Call to Action" Buttons.
<b>CU4.</b> Edit the newsletter template	<b>P1.</b> Browse for the good newsletter templates. <b>P2.</b> Select the appropriate template as per the requirement. <b>P3.</b> Modify the newsletter template.

**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:

- Define a newsletter.
- Differentiate types of newsletter.
- Understand different email software to prepare newsletter proficiently.

**Tools and Equipment**

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

S. No.	Items
1.	Computer System



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2.	Internet Connection
3.	Browser (Chrome, Firefox etc.)
4.	Email Software/Tool (For Example Mail Chimp)

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Use different email software effectively.
- Design a newsletter.



#### 4. Communication Assistant

### 0232-L&L-12. Manage internal and external communication of a company

**Overview:** This competency standard covers the skills and knowledge required to enhance the abilities required to communicate with company clients and company employees.

Competency Unit	Performance Criteria
<b>CU1.</b> Make social media accounts	<b>P1.</b> Select suitable social media platform for the company. <b>P2.</b> Create accounts on the selected social media outlets.
<b>CU2.</b> Offer good Customer support communication.	<b>P1.</b> Develop good relations with customers. <b>P2.</b> Respond timely to queries and complains of the customers
<b>CU3.</b> Enhance inter-departmental communication	<b>P1.</b> Update the employees regularly (companywide news, status changes, promotions and errors in the system etc.) <b>P2.</b> Adopt a secure instant messaging service for communication.

#### 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:

- Effective and non effective communication
- Secure Instant messaging services.
- Most popular Social media platforms.
- Effective web-sites Updates.





### **Tools and Equipment**

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

S. No.	Items
1.	Computer system
2.	Social media platforms.
3.	Website services. Internet connection.

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Set good communication strategy
- Perform communication efficiently



**0232-L&L-13. Draft media statements**

**Overview:** This competency standard covers the skills and knowledge required to enhance the abilities required to communicate company’s policies and message to the press.

Competency Unit	Performance Criteria
<b>CU1.</b> Follow company policy.	<b>P1.</b> Read carefully company policies about the dissemination of information. <b>P2.</b> Adhere to the policy while interacting with the media.
<b>CU2.</b> Issue press releases.	<b>P1.</b> Draft press releases from time to time about the new information related to the company. <b>P2.</b> Issue the press release after authorization.
<b>CU3.</b> Answer media queries.	<b>P1.</b> Respond to media queries according to company policy <b>P2.</b> Share suitable information with the media. <b>P3.</b> Avoid commenting on the information about any competitor company. <b>P4.</b> Comment on the market share figures announced by the competitor company.
<b>CU4.</b> Write media statements.	<b>P1.</b> Write vital information that people need to know. <b>P2.</b> Select your words carefully as it is a public record.

**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:

- Knowledge of effective communication.
- Nuances and subtleties of writing a press release about a given event/situation.
- Ability to write a media statement for a given issue.



### **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.	Website services.

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Write a press release about a given event/situation.
- Write a media statement for a given issue.



**0232-L&L-14. Represent the company professionally**

**Overview:** This competency standard covers the skills and knowledge required to enhance the abilities required to communicate with clients of a company.

Competency Unit	Performance Criteria
<b>CU1.</b> Adopt electronic communication methods.	<b>P1.</b> Update regularly the clients of the company about all the companywide news via social media. <b>P2.</b> Adopt a secure instant messaging service for the fastest communication. <b>P3.</b> Generate newsletters on monthly/weekly basis.
<b>CU2.</b> Keep your site up-to-date.	<b>P1.</b> Present correct information on the site for your clients. <b>P2.</b> Update the new information for the clients in timely fashion.
<b>CU3.</b> Represent the company brand.	<b>P1.</b> Create greater value for the company clients. <b>P2.</b> Offer help to the clients when needed.

**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:

- Knowledge of newsletter creation.
- Most popular Social media platforms.
- Effective web-sites Updates.

**Tools and Equipment**

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

S. No.	Items
1.	Computer system
2.	Social media platforms.



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- |    |   |
|----|---|
| 3. | Website services.<br>Internet connection. |
|----|---|

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Design a newsletter presenting important information.
- Help a client by offering him/her required information.



**0232-L&L-15. Plan events and press conferences**

**Overview:** This competency standard covers the skills and knowledge required to plan and execute different events and press conferences.

Competency Unit	Performance Criteria
<b>CU1.</b> Reveal the message.	<b>P1.</b> Check the information carefully <b>P2.</b> Summarize the message into a few key points. <b>P3.</b> Convey the message via delivery tools (mail,email, social media etc.)
<b>CU2.</b> Schedule the date and time.	<b>P1.</b> Set an appropriate date and time for the event/press conference. <b>P2.</b> Make sure it is not in conflict with other events and media deadlines. <b>P3.</b> Check with the local media for other such events around that time.
<b>CU3.</b> Choose a venue.	<b>P1.</b> Select a central location with adequate resources <b>P2.</b> Make necessary arrangements
<b>CU4.</b> Contact media.	<b>P1.</b> Create a comprehensive mailing list of the editors (news channels, newspapers and radio news) <b>P2.</b> Prepare a press advisory and mail it to media ahead of one week to the press conference.
<b>CU5.</b> Follow up with the media.	<b>P1.</b> Give your press advisory three days to arrive. <b>P2.</b> Follow up your press advisory with the media outlets via phone calls. <b>P3.</b> Do the follow up before the commencement of conference

**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:

- Collecting the contact details of the relevant media persons.
- Preparing a press advisory.



### **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.	Cell phone

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Contact an editor of a major newspaper and extend an invitation to a press conference.
- Prepare a press advisory.



## 0232-L&L-16. Compile Media Publications

**Overview:** This competency standard covers the skills and knowledge required to monitor the media coverage of your company and enhance company's public relations (PR).

Competency Unit	Performance Criteria
<b>CU1.</b> Set up Google alerts.	<b>P1.</b> Set up Google Alerts for your business name. <b>P2.</b> Add news mentions sent by Google Alerts into your compilation file.
<b>CU2.</b> Hire media monitoring services.	<b>P1.</b> Engage media monitoring services for your business. <b>P2.</b> Add news coverage received from the services into your compilation file.
<b>CU3.</b> Search media coverage of company.	<b>P1.</b> Check company news on various platforms(print,electronic and digital media) <b>P2.</b> Add the missed news coverage into the compilation.

### 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:

- Search engines.
- Google Alerts.

### Tools and Equipment

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

S. No.	Items
1.	Computer system
2.	Internet connection.





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### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Search news about a company in all media i.e. TV, newspaper etc.
- Compile all the news coverage in a file.



## 5. Copywriter

### 0232-L&L-17. Generate words & slogans

**Overview:** This competency standard covers the skills and knowledge required to use powerful words and slogans that can catch the audience's attention and convey the message effectively.

Competency Unit	Performance Criteria
<b>CU1.</b> Search persuasive words.	<b>P1.</b> Pinpoint the main theme of the issue at hand. <b>P2.</b> Short list the most concise word(s) that bring out the theme.
<b>CU2.</b> Select powerful words.	<b>P1.</b> Create the list of words related to movement and sound <b>P2.</b> Choose words containing plosives with complete mouth closure (like p, t, k, b, g, and d).

### 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:

- Good vocabulary.
- Prolific writing and reading.

### Tools and Equipment

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

S. No.	Items
1.	Computer system
2.	Search engines.
3.	Internet connection.



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### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Describing a sentence/paragraph in one powerful word/slogan.
- Give a theme, come up with persuasive words demanding action from the audience.



**0232-L&L-18. Discuss the client's core message in the content by keeping the target audience in mind.**

**Overview:** This competency standard covers the skills and knowledge required to convey client's core message to the target audience in an effective manner.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify client's message and the target audience.	<b>P1.</b> Read carefully the documents provided by the client. <b>P2.</b> Ask questions from the client to clarify any ambiguities. <b>P3.</b> Conduct interviews with the relevant people to reach a clear agreement.
<b>CU2.</b> Perform research on the message and the audience.	<b>P1.</b> Search for the other work done on the same message. <b>P2.</b> Look for the best words and visuals to engage with the target audience.

**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:

- Effective communication.
- Ability to conduct interviews and retrieve useful information.
- Understand the psyche of the crowds/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.	Telephone.



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### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Communicate with the client and describe their message.



**0232-L&L-19. Generate infographics.**

**Overview:** This competency standard covers the skills and knowledge required to create aesthetic and effective infographics.

Competency Unit	Performance Criteria
<b>CU1.</b> Outline the goals of the infographic.	<b>P1.</b> Conduct overview of the topic. <b>P2.</b> Simplify a complex process. <b>P3.</b> Display research findings or survey data. <b>P4.</b> Compare and contrast multiple options.
<b>CU2.</b> Collect data for the infographic.	<b>P1.</b> Open a search engine like Google, Bing etc. <b>P2.</b> Type relevant words in search field. <b>P3.</b> Select most authentic data from the popular sites.
<b>CU3.</b> Visualize data for the infographic .	<b>P1.</b> Choose the best charts for your purpose. <b>P2.</b> Use donut chart for giving any information. <b>P3.</b> Apply bar/stack chart for comparison.
<b>CU4.</b> Layout the infographic.	<b>P1.</b> Pick a suitable template for the infographic based on its structure. <b>P2.</b> Choose the list infographic (if you want to represent a list etc.) <b>P3.</b> Use suitable fonts & icons.
<b>CU5.</b> Add style to the infographic design.	<b>P1.</b> Do experiments with fonts, colors and icons. <b>P2.</b> Make everything aligned and proportionate. <b>P3.</b> Try using more unusual fonts for headers.

**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:

- Graphic software.
- Search engines and charts.



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### Tools and Equipment

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

S. No.	Items
1.	Computer system
2.	Graphic softwares.
3.	Internet connection.

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Design a graphic icon.
- Design a complete infographic.



**0232-L&L-20. Write product descriptions**

**Overview:** This competency standard covers the skills and knowledge required to write the product descriptions that boosts sales.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify the target audience	<b>P1.</b> Identify the general interest of the potential buyer. <b>P2.</b> Recognize the audience needs through buying trends <b>P3.</b> Conduct market research
<b>CU2.</b> Focus on the product benefits.	<b>P1.</b> Mention the major way(s) the product can improve the buyer's life. <b>P2.</b> Identify the benefits of product that are measurable.
<b>CU3.</b> Use natural language and tone.	<b>P1.</b> Use appropriate terminologies relevant to your potential audience <b>P2.</b> Use natural tone to connect the customer with the brand.
<b>CU4.</b> Use good product images.	<b>P1.</b> Use quality images to go with the description. <b>P2.</b> Select/design images that show the key features of the product. <b>P3.</b> Select the image that shows both technical and practical benefits.

**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:

- Language Skills.
- Editing softwares.

**Tools and Equipment**





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

S. No.	Items
1.	Computer system
2.	Internet connection.
3.	Microsoft office
4.	Graphic Designing Software

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Write a product description
- Design an image that perfectly shows the features of a product.



**0232-L&L-21. Interact with traditional print media for ad campaigns**

**Overview:** This competency standard covers the skills and knowledge required to run effective ad campaign on the local print media.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify print media potential to achieve business goals.	<b>P1.</b> Identify the media role in promotion <b>P2.</b> Select the media for product promotion <b>P3.</b> Get proposal from media personnel
<b>CU2.</b> Create a plan for the print campaign.	<b>P1.</b> Identify target audience and offers. <b>P2.</b> Identify resources and time duration <b>P3.</b> Identify the goals and metrics of the campaign. <b>P4.</b> Identify publications. <b>P5.</b> Identify Return on investment (ROI) and budget.
<b>CU3.</b> Design print ad.	<b>P1.</b> Identify print ad design requirements. <b>P2.</b> Design print ad format. <b>P3.</b> Set Testing time for ad.

**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:

- Print media
- Campaigns in print media
- Campaign designs for print media

**Tools and Equipment**

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

S. No.	Items
1.	Computer system



2. Internet connection.

### **Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Design and run campaign in print media



**0232-L&L-22. Write audio scripts that accompany advertising visuals.**

**Overview:** This competency standard covers the skills and knowledge required to write the audio scripts for advertising visuals.

Competency Unit	Performance Criteria
<b>CU1.</b> Identify the target audience	<b>P1.</b> Identify potential customers. <b>P2.</b> Make the customer specific content.
<b>CU2.</b> Choose a goal.	<b>P1.</b> Identify the point of the video. <b>P2.</b> Add call to action to achieve goal.
<b>CU3.</b> Choose a central character.	<b>P1.</b> Identify the primary character suitable for the video. <b>P2.</b> Create video in a way that the single person does most of the talking.
<b>CU4.</b> Identify point of the video.	<b>P1.</b> Create a punchline. <b>P2.</b> Convey the central message.

### 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:

- Know how to put big concept in small number of words.
- Editing softwares.

### 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.	Microsoft office



4.	Video editing software

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Convert the client's message in simple & concise words.
- Write a audio script based on a primary character that highlights the message.



## 6. Copy Editing

### 0232-L&L-23. Verify Factual Correctness of information

**Overview:** This competency standard covers the skills and knowledge required to verify the factual correctness of the information, dates, and statistics and check the advertising and magazine/newspaper policies.

Competency Unit	Performance Criteria
CU1. Check the factual correctness	<b>P1.</b> Read the content completely. <b>P2.</b> Cross check the references/sources.
CU 2. Correct the Facts	<b>P1.</b> Align facts with references/sources. <b>P2.</b> Review the content for its accuracy.
CU 3. Approve the Content	<b>P1.</b> Accept the article/content if it is factually correct. <b>P2.</b> Reject the article if it is factually incorrect or fake.

### 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:

- Fact finding.
- Understanding of misrepresentation and fake information.
- Verifying the accuracy of the content/article.

### Tools and Equipment

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

S. No.	Items
1.	Computer/Laptop
2.	Word Processor
3.	Internet Connection



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4.	Search Engine
5.	Cell Phone
6.	Writing Pad
7.	Pen

### Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Provide factual correctness of the content.



**0232-L&L-24. Check Format, Readability & Policies**

**Overview:** This competency standard covers the skills and knowledge required to check the style, reader's readability and editorial policies.

Competency Unit	Performance Criteria
<b>CU1.</b> Check the Format and Readability of the Content	<b>P1.</b> Read the given article/content to figure out the quality (consistent with policy and guidelines). <b>P2.</b> Identify whether the article/content is written in accordance with style guide. <b>P3.</b> Apply changes in the article/content according to style guide and readability
<b>CU 2.</b> Apply the Editorial Policies	<b>P1.</b> Identify the editorial policies. <b>P2.</b> Convert the content to align with editorial policies.

**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:

- Style and readability guidelines
- Editorial policies
- Application of editorial policies

**Tools and Equipment**

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

S. No.	Items
1.	Computer/Laptop
2.	Word Processor
3.	Internet Access





4. Guide of Editorial Policies

**Critical Evidence(s) Required**

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Show skills of applying editorial policies.
- Check the style of the content/article.
- Make the content readable .



## B. Generic Competencies

### 7. Health and Safety

#### 0232-L&L-25. Maintain occupational health and safety

##### Overview:

After this Competency Standard, the trainee will be able to develop skill and competence required to maintain Occupational Health and Safety and take remedial measures to deal with the emergencies in a professional manner, thus minimizing the losses and providing a safe and healthy working environment.

Competency Units	Performance Criteria
<b>CU1.</b> Maintain First-aid Box	<b>P1.</b> Ensure availability of first aid box <b>P2.</b> Check first aid box for requisite emergency <b>P3.</b> Check expiry of medicines <b>P4.</b> Perform first aid treatment against electric shocks <b>P5.</b> Perform first aid treatment/bandages against minor injuries.
<b>CU3.</b> Maintain Fire Extinguisher	<b>P1.</b> Check expiry of fire extinguisher <b>P2.</b> Operate fire extinguisher <b>P3.</b> Replace fire extinguisher <b>P4.</b> Ensure that the fire brigade is at stand by(for major emergency)
<b>CU4.</b> Ensure Safeguard of Machines	<b>P1.</b> Maintain radiator shield <b>P2.</b> Maintain alternator fan shield <b>P3.</b> Maintain heat resister material on silencer <b>P4.</b> Cover main circuit breaker <b>P5.</b> Lock canopy doors
<b>CU5.</b> Adopt company policies and procedures	<b>P1.</b> Ensure company's safety policy <b>P2.</b> Adopt company safety procedure <b>P3.</b> Advocate worker with company safety policy <b>P4.</b> Implement Safety sign board as per standard
<b>CU6.</b> Attain health & safety training	<b>P1.</b> Take required health and safety training <b>P2.</b> Implement work hazardous material information system (WHMIS) <b>P3.</b> Adopt first aid cardio respiratory, resuscitation and CPR
<b>CU7.</b> Prepare for	<b>P1.</b> Take emergency response training



emergencies	<p><b>P2.</b> Ensure practice of emergency exercises</p> <p><b>P3.</b> Check the emergency alarms</p> <p><b>P4.</b> Ensure regular practice of gathering the workers in assembly area during the emergency.</p>
<b>CU8.</b> Respond to emergencies	<p><b>P1.</b> Follow emergency plan</p> <p><b>P2.</b> Communicate instructions to co workers</p> <p><b>P3.</b> Assess risk and determine course of action</p> <p><b>P4.</b> Operate emergency equipment and supplies</p> <p><b>P5.</b> Ensure that the ambulance is at stand by(for emergency)</p>

### Knowledge & Understanding

- Factors affecting Health & Safety in the workplace.
- First-Aid-Box.
- Emergency medicines and expiry
- Methods of treatment against electric shock
- Methods of treatment against minor injuries
- Types of Fire Extinguisher
- Uses of Fire Extinguisher
- Company policies and procedures
- Understand various safe guards
- Safety measures
- Work permit/no objection certificate(NOC)
- Types of work site Hazards
- Hazardous chemical control procedures
- Methods of first aid cardio respiratory Procedure
- Types of emergencies
- Response various types of emergencies
- Emergency equipment, supplies and their operation
- Methods of communication during
- emergency

### Tools and Equipment

SN	Tools
1	First Aid Box
2	First Aid Kit



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3	Stretcher
4	Fire Buckets
5	Fire Extinguisher
6	Emergency Alarm/Bell
7	Emergency response Plan
8	Fall Protection Plan

### Critical Evidence(s) Required

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

- Types of hazards that are most likely to cause harm to health and safety
- Health and safety signs and precautions
- Techniques and methods to identify the risks of hazards at workplace
- Safety reporting procedures and documentation
- Describe fire-fighting methods



**0232-L&L-26. Maintain good health while using Computer/Digital devices at work**

**Overview:** After this competency standards, the trainee will be able to avoid eye strain, headaches and maintain good posture at workplace.

Competency Unit	Performance Criteria
<b>CU1. Avoid Eye Strain and Headaches</b>	<p><b>P1.</b> Reposition the screen to avoid glare from lights or windows.</p> <p><b>P2.</b> Keep the screen clean and use a desk lamp to make it easier to see.</p> <p><b>P3.</b> Ensure the screen colours are easy to look at, and that the characters are sharp and legible.</p> <p><b>P4.</b> Look away from the screen into the distance for a few moments to relax your eyes(e.g. focus on something 30 metres away for 30 seconds every 30 minutes)</p>
<b>CU2. Maintain good posture</b>	<p><b>P1.</b> Maintain a straight sitting posture</p> <p><b>P2.</b> Stand up and walk around every hour or so, so that you're not sat in the same position all day.</p> <p><b>P3.</b> Slowly lean your torso over to one side of the chair and then the other to stretch your sides and spine.</p> <p><b>P4.</b> Stand up and put your hands together, elbows out, then slowly twist to the left and then to the right.</p>

**Knowledge & Understanding**

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

- Define problems faced while working on computer for longer duration.
- Explain different sitting posture

**Tools and Equipment**

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Cleaning Cloth/Tissue

**Critical Evidence(s) Required**



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The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Demonstrate safety precautions while using computer