



Approved Job Roles for Assessment and Creditisation of Apprentices under NATS



Board of Practical Training (ER)

Ministry of Education

Government of India

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Job Roles, Job Description and Learning Outcomes

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Name of the Course/Job Role	Digital Marketing Specialist in IT/ITeS
Job Description	Learning Outcomes
<p>Minimum Educational Qualification & Experience</p> <ul style="list-style-type: none"> • Qualification: Bachelor’s degree in marketing, Business Administration, or a related field. • Experience: 1-3 years of experience in digital marketing, with a focus on areas like social media management, SEO, PPC, content marketing, or email marketing. <p>Pre-requisite Knowledge Required</p> <ul style="list-style-type: none"> • Proficiency in digital marketing tools such as Google Analytics, Google Ads, Facebook Ads Manager, and content management systems (e.g., WordPress). • Understanding of SEO and SEM practices. • Familiarity with social media platforms and online advertising techniques. • Basic knowledge of data analysis and reporting. <p>Entry Qualification</p> <ul style="list-style-type: none"> • Certifications in digital marketing (e.g., Google Ads Certification, HubSpot Inbound Marketing Certification) are advantageous. • Demonstrated experience in executing successful digital marketing campaigns. <p>Age Limit</p> <ul style="list-style-type: none"> • Minimum: 18 Years, Maximum: 35 Years 	<ul style="list-style-type: none"> • Define digital marketing • Demonstrate the importance of digital marketing over traditional marketing • Identify the key components of digital marketing • Explain the basics of SEO • Explain the major social media platforms • Demonstrate the ethical practices in all aspects of digital marketing to foster a culture of integrity and transparency. • Demonstrate the digital marketing strategies • Set clear marketing objectives • Demonstrate the digital marketing tools and platforms • Demonstrate the role of business goals in digital marketing • Describe methods to identify & segment the target audiences • Select appropriate digital marketing channels • Explain the Different types of content • Use content creation tools and techniques • Develop and manage content calendars • Apply best practices in content creation • Align content with audience needs • Create and schedule social media posts • Implement the social media engagement strategies • Maintain ethics in the workplace • Exhibit proactive behavior to address and resolve the ethical challenges in digital marketing campaigns • Apply digital marketing strategies • Use the digital marketing tools and platforms • Identify target audience • Measure the effectiveness of content • Build brand loyalty through content • Apply on-page and off-page Search Engine Optimization (SEO) techniques • Conduct keyword research and optimization • Demonstrate Search Engine Marketing (SEM) • Manage paid search campaigns effectively • Analyse the performance of SEO and SEM strategies • Measure social media performance • Campaign the awareness through social media • Drive website traffic using social media • Demonstrate the application of ethical principles in day-to-day digital marketing activities • Analyse real-world digital marketing case studies • Integrate SEO and SEM into a cohesive digital marketing strategy • Integrate social media marketing into a broader digital marketing strategy • Show respect for diverse when developing and executing digital marketing strategies.

Name of the Course/Job Role**Social Media Marketing Specialist in IT/ITeS****Job Description****Learning Outcomes**

Minimum Educational Qualification & Experience

- Qualification: Bachelor's degree in marketing, Communications, or a related field.
- Experience: 1-3 years of experience in social media marketing, including content creation, social media management, and campaign execution.

Pre-requisite Knowledge Required

- Proficiency in social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and management tools (e.g., Hootsuite, Buffer).
- Understanding of content marketing, SEO, and social media algorithms.
- Familiarity with social media advertising and analytics tools.
- Basic graphic design skills (e.g., Canva) and video editing tools are a plus.

Entry Qualification

- Certifications in social media marketing or digital marketing (e.g., Facebook Blueprint Certification, Google Analytics Certification) are advantageous.
- Proven track record of managing and growing social media accounts.

Age Limit:

- Minimum: 18 Years, Maximum: 35 Years.

- Define Social Media Marketing
- Explain the importance of Social Media Marketing
- Identify key Components of Social Media Marketing
- Differentiate between Social Media Marketing & Traditional Marketing
- Describe the role of platform for Social Media Marketing
- Use search engine for well executed social media plan
- Compare Social Media Marketing and Digital Media Marketing
- Explain business goals
- Identify the target audience
- Set Social Media Marketing objectives
- Study the competition
- Choose Social Media platforms
- Create Social Media Marketing plan
- Find the strategy to increase engagement
- Communicate with audience timely
- Select content Types (Posts, Images, Videos, Stories)
- Use social media content formats
- Use Content Creation Tools and Techniques
- Manage Content Calendars
- Utilize Best Practices for Social Media Content Creation
- Measure the impact of content or messages on customers
- Adjust the strategies to attract the attention of customers
- Explain the importance of social media engagement
- Use the effective audience engagement strategy
- Select Tools for Managing Engagement
- Measure social media engagement effectively
- Increase social media engagement
- Identify best practices for engaging users
- Explain social media analytics
- Identify the importance of Social Media Analytics
- Use analytics tools
- Combine metrics from each network
- Analyse and derive insights through study
- Apply the insights, rinse, repeat for betterment
- Measure the social media sentiment
- Collect social media data and display it in a visual format using Microsoft Excel
- Generate the report templates using Google Docs, Word, PDF as a project work
- Present the report using PPT.

Name of the Course/Job Role	Customer Service Associate in IT/ITeS
Job Description	Learning Outcomes
<p>Elements and Performance Criteria (PC)</p> <ul style="list-style-type: none"> • Collect information from customers to log their query • Assess customer’s details for any account-related information • Categorize and record customer’s interaction as a query, request or a comp • Respond to customer inquiries, requests or complaints courteously and efficiently on phone and face-to-face. • Estimate and inform the customer about the time needed for resolution if an immediate solution cannot be provided • Resolve customer queries and avoid escalations • Seek assistance from senior (supervisor/floor support/manager) when customer inquiries cannot be fully answered <p>Knowledge and Understanding (KU)</p> <ul style="list-style-type: none"> • Standard operating procedures related to service & sales process • Handle and resolve basic customer enquiries • Navigation of intranet tools and Customer Relationship Management (CRM) software to gather information about customer's account • Company procedures set for execution of the job role/handling • Probe customers using appropriate questions • Process of fetching information about product/process/services or process a customer’s interaction from informational intranet tools. • Turnaround Time (TAT)/Service Level Agreements (SLA) of various processes • SOP for escalations • Complete process flow for a business cycle • Importance of documenting the customer problems and queries in the organization’s prescribed format. <p>Generic Skills (GS)</p> <ul style="list-style-type: none"> • Speak English and the relevant local language • Communicate clearly and honestly with customer • Listen effectively, pay attention to customer • Be courteous and professional while interacting with the customer • Respond promptly to customer needs & requests from time to time • Manage time efficiently 	<ul style="list-style-type: none"> • Exultation of job role handling as per company procedures • Probing customers effectively • Follow SOP related to service and sales process • Follow documentation process of customer complain/ problem as per company documentations procedures • Complete process follows for a business cycle • Able to speak in English and local language • Respond promptly to customer needs and requests from time to time • Communicate effectively with customers using both verbal and written communication. • Analyse and Resolve Customer Requirements • Deal with customer inquiries • Manage walk-in customers • Develop rapport/relationship with the customers • Work on the feedback received from supervisor/peers/customers • Follow the guidelines for personal grooming • Maintain the safety of workplace • Explain how to plan work effectively, implement safety practices and optimize use of resources. • Assist in performing the key activities and tasks involved. • Work as a bridge between the Organization & the client.

Name of the Course/Job Role	Data Entry Operator in IT/ITeS
Job Description	Learning Outcomes
<p>Minimum Educational Qualification & Experience</p> <p>Qualification: 10th/12th standard pass or equivalent.</p> <p>Experience: No prior experience is required, though basic computer knowledge is preferred.</p> <p>Pre-requisite Knowledge Required</p> <ul style="list-style-type: none"> • Basic knowledge of computer operations and typing. • Familiarity with Microsoft Office tools (Word, Excel). • Understanding of data entry practices and accuracy <p>Entry Qualification</p> <ul style="list-style-type: none"> • Completion of a training course in data entry or computer applications is advantageous. • Typing proficiency and basic computer skills. <p>Age Limit: Minimum: 18 years, Maximum: 30 Years</p>	<ul style="list-style-type: none"> • Demonstrate knowledge of various methods of communication. • Identify elements of communication cycle. • Identify the factors affecting our perspectives in communication • Demonstrate the knowledge of basic writing skills • Describe the meaning and importance of self-management. • Identify the factors that helps in building self-confidence. • Describe the role of ICT in day-to-day life. • Identify the various components of computer system. • Perform basic computer operations. • Use Internet and its applications. • Identify the Importance of Data Entry. • Describe Skills and Precision for Data Entry • Describe Challenges and Future of Data Entry • Use common data entry software and tools, including Word, Excel and PPTs • Start the word processing application. • Set up options in Writer for Word Processing • Enter and edit the text in Word Processor. • Format the paragraph and text in Word Processor. • Format pages in Word Processor. • Create and use table in Word Processor. • Print, Export and Save any document in Word Processor. • Create a Spreadsheet. • Enter and edit the text in Spreadsheet. • Format data in Spreadsheet. • Create charts and graphs Spreadsheet. • Print, Export and Save any document Spreadsheet. • Create a presentation at presentation making tool. • Add and Format Text at presentation making tool. • Add Images and Graphics Objects at presentation making tool. • Create Slide Shows Transitions, and animations at presentation making tool. • Print, Export and Save the presentation at presentation making tool. • Type accurately within allotted time • Reduce the time needed to enter large amounts of data. • Minimize the typing errors. • Store data securely and logically in electronic files and folders.

Name of the Course/Job Role	Advance Excel Specialist in IT/ITeS
Job Description	Learning Outcomes
<p>Minimum Educational Qualification & Experience</p> <p>Qualification: Diploma or bachelor's degree in computer science, Finance, Business Administration, or a related field.</p> <p>Experience: 1-3 years of experience working with Excel functions in a professional setting, with a focus on data analysis or similar roles.</p> <p>Pre-requisite Knowledge Required</p> <ul style="list-style-type: none"> • Proficient in using standard Excel functions such as VLOOKUP, HLOOKUP, INDEX/MATCH, SUMIFS, and COUNTIFS. • Experience with creating and managing PivotTables and using basic data visualization tools in Excel. • Familiarity with data analysis techniques, including filtering, sorting, and basic statistical functions. • Basic understanding of macros and introduction to VBA (Visual Basic for Applications) for automating tasks. <p>Entry Qualification</p> <ul style="list-style-type: none"> • Basic to intermediate certifications in Excel (e.g., Microsoft Office Specialist in Excel). • Proven experience in handling structured datasets and performing data manipulation tasks. 	<ul style="list-style-type: none"> • Create spreadsheets with MS Excel that meet professional standards • Create spreadsheets with MS Excel that meet professional standards. • Design spreadsheets by using MS Excel. • Apply formulas and functions using MS Excel • Visualize data using MS Excel. • Acquire skills for data analysis using MS Excel. • Edit worksheets using advanced enhancements. • Edit worksheets using worksheet features. • Use 3D referencing to merge data from multiple worksheets. • Import and export data from the Internet. • Merge the data into MS Excel worksheets • Publish MS Excel worksheets on the web. • Create templates after writing complex worksheets and workbooks • Work with named ranges and create lists • Import data to and from MS Excel • Export data to and from MS Excel • Enhance lists using pivot tables and pivot table charts • Audit worksheets and workbooks for errors • Check worksheets and workbooks for errors • Summarize data in worksheets and workbooks • Manage workbooks in MS Excel • Manipulate data using data names and ranges in Excel • Apply filters in MS Excel • Apply sorts in MS Excel • Validate the lists in MS Excel • Customize MS Excel worksheets and workbooks • Use advanced budgeting functions to use Excel for loan analysis • Work with data tables and scenario management • Use case studies to create worksheets and workbooks. • Perform Financial Modelling using MS Excel. • Create charts in MS Excel • Create Graphs in MS Excel • Use and modify the MS Excel templates

Name of the Course/Job Role	Executive Operations in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • Manage Customer Interactions through Voice and / or Non-Voice channels • Ensure high customer satisfaction levels • Ensure satisfactory resolution of varieties of Customer issues or queries • Accurate updation of the CRM with changes and status of each Customer query/ resolution • Appropriate escalation of unresolved complaints • Adequately learn and be updated on any changes that take place from time to time • Ensure adherence with Process & Code of Conduct 	<ul style="list-style-type: none"> • Manage Customer Interactions through Voice and / or Non-Voice channels • Identify the need of customer interactions • List various types of customers • Explain the process to be followed during customer interaction • Describe customer interaction through voice/non-voice channels • Apply customer interactions through voice/non-voice channels • Ensure high customer satisfaction levels (verify, Evaluate level) • Lists dissect customer satisfaction levels • Identify the best level of customer satisfaction • Clarify the things required for the highest customer satisfaction • Apply suitable customer satisfaction method • Verify the levels of customer satisfaction • Ensure satisfactory resolution of varieties of Customer issues or queries • Identity different issues faced by the customers • Identity different queries raised by the customer • Clarify the issues faced by the customers • Prioritize customer issues • Solve the issues pending with the customers • Updation of the CRM with changes and status of each Customer query/resolution • Identify different queries raised by the customer • List different resolutions made by the customer • Explain the status of each customer query • Describe the changes required in CRM • Apply the changes to the existing CRM • Appropriate escalation of unresolved complaints • Identify different issues faced by the customers. • List different unsolved complaints • Analyze the unsolved complaints received • Identify the issues regarding the complaints • Develop a mechanism to deal with unresolved Complaints • Adequately learn and be updated on any changes that take place from time to time • Identify the changes that take place from time to time • Label the changes that take place from time to time • Classify the changes that take place from time to time • Explain the changes that take place from time to time • Apply appropriate knowledge to accommodate the changes in the system • Ensure adherence with Process, Code of Conduct • List all the relevant processes • Identify the appropriateness of the process • Classify different codes of conduct • Apply suitable process and code of conduct • Verity whether appropriate of the process at code of conduct are followed or not

Name of the Course/Job Role	Team Leader Operations in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • To effectively manage team of Agents for constant performance achievements & service levels. • Ensure high customer satisfaction levels through his or her team • Ensure effective work process execution for improving customer interactions • Constantly monitor & review performance metrics for achievement of objective & ensure coaching and counselling to team-members • Effectively manage shift operations, ensure Schedule adherence and shrinkage • Ensure High Retention in Team • Monitor & Optimize resource utilization • Ensure accurate resolution & updation of the CRM with changes and status of each Customer query/ resolution • Appropriate escalation of unresolved complaints • Ensure adherence with Process & Code of Conduct • Contribute inputs towards continuous improvement practices • Collate data & generate MIS report 	<ul style="list-style-type: none"> • Identify the activities of all the team members • Categorize the activities of all the team members for appropriate performance • Develop a suitable mechanism to manage team of agents for constant performance achievements & service • Ensure high customer satisfaction levels through his or her team • Verify whether suitable method is applied for customer satisfaction • Verify the meeting of targets regarding customer satisfaction • Ensure effective work process execution for improving customer interactions • Categorize the work processes for improving customer interactions • Apply the suitable work process for improving customer interactions • Execute appropriate work process for improving customer interactions • Identify performance metrics for achievement of objectives • Evaluate the performance of team-members • Ensure regular coaching and counselling to team-members • Effectively manage shift operations, ensure Schedule adherence and shrinkage • Categorize the people and tasks to handle shift operations • Organize the team to ensure schedule adherence and shrinkage • Coordinate the activities effectively with the team members • Monitor & Optimize resource utilization • Categorize different resources available • Assess different resources available • Adapt appropriate resources • Ensure accurate resolution & updation of the CRM with changes and status of each Customer query/ resolution • Identify the changes required in CRM • Apply the modified CRM • Appropriate escalation of unresolved complaints • Identify various unresolved complaints • Organize the escalation of unresolved complaints • Ensure adherence with Process & Code of Conduct • Verify the adherence with all the Processes associated • Verify the adherence with all the Codes of Conduct • Contribute inputs towards continuous improvement practices • Choose suitable inputs towards continuous improvement practices • Plan the implementations of inputs • Collate data & generate MIS report • Correlate data with regard to all operations • Prepare various MIS reports under your purview

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Name of the Course/Job Role	Executive (Quality) in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • Ensuring compliance to monitoring and feedback process by Meeting audit target • To provide support to Operation team to meet and sustain targets by providing accurate & timely analysis. • Ensuring development of action plan • Tracking compliance of corrective actions • Continuously improving process performance metrics • Ensuring key issues related to process is reported and corrective action are taken. • Ensuring low variation in calibration • Ensuring continuous improvement in the scores of all quality metrics • Effective provide feedback on opportunity areas, Training & Development • Provide support on audit and compliance process • Collate data & generate MIS report 	<ul style="list-style-type: none"> • Identify the support required by the operation team to meet the targets • Propose ideas for meeting the targets • Provide accurate and timely analysis to the operation team • Identify the activities associated • Categorize the activities associated • Develop a suitable action plan covering all the activities associated • Identify the corrective actions • Classify the compliances of corrective actions • Apply suitable tracking compliance of corrective actions • Identify various parameters for improving the process performance • Classify the parameters for improving the process performance • Develop the metric for improving the process performance • Identify various issues related to all the processes • Classify the issues related to all the processes • Develop suitable corrective action plan • Check the corrective actions taken • Identify different methods of calibration • Apply suitable calibration methods • Verify the suitability of calibration methods • Apply suitable correction for the variation found in the calibration • Identify the scores of all quality metrics • Categorize the scores of all quality metrics • Develop suitable mechanism for improvement in the scores of all quality metrics • Identify different types of feedback to be collected • Apply suitable feedback mechanism on opportunity areas, Training & Development • Report the output of the feedback obtained • Identify different processes involved in audit • Classify the processes of compliance as required • Analyze the details of audit and compliance process • Propose ideas for appropriate audit and compliance process • Correlate data with regard to all operations • Prepare various MIS reports for all operations

Name of the Course/Job Role	Assistant Manager (Training) in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • Collaborate with department heads to assess training needs and develop appropriate programs to address skill gaps and improve performance. • Design and organize training materials, such as manuals, presentations, and multimedia aids. • Manage and update the training calendar, ensuring programs are scheduled and executed in a timely manner. • Conduct training sessions in both individual and group settings on topics including but not limited to: product knowledge, company policies, soft skills, and leadership. • Facilitate onboarding programs for new employees to ensure a smooth transition and understanding of organizational culture and expectations. • Partner with internal and external facilitators to ensure training effectiveness. • Establish evaluation metrics to assess training outcomes and their impact on job performance. • Track employee progress through assessments, feedback surveys, and follow-ups. • Stay current with industry trends and implement best practices for adult learning. • Continuously improve training materials and methods, incorporating innovative techniques and technologies. • Drive a culture of continuous learning and development within the organization. 	<ul style="list-style-type: none"> • Train new hire and Make training plan • Able to evaluate training properly • Certify Certificate after successful completion of training • Plan for orientation programmes for new batch • Provide orientation prorammes in operations to the new batch • Provide knowledge retention of the newly recruits • Judge knowledge orientation of the newly recruits • Check whether Standard Operating Procedure is adhered • Mentor/ coach and counsel trainers and develop their skills • Measure post refresher effectiveness • Take corrective training if required • Mentor/ coach and counsel trainers and develop their skills and attitude • Responsible directly to meet all agreed SLA's for the team and process • Review existing training materials, recommend training material revisions, if necessary • Facilitate adherence with refresher/ corrective trainings • Hold calibration sessions to ensure standardization of the learning systems. • Apply People Management Principles • Apply People Development plan • Provide support to Operation team to meet the targets • Conduct accurate & timely analysis to meet the targets • Improve continuously process performance metrics • Collect data & generate MIS report • Mentor / Counsel of trainees and develop their skills • Hold calibration sessions to ensure standardization • Support to Operation team to meet target • Follow team development process • Exhibit mentoring process • Develop instrument for collecting data • Collect suitable data related to taring • Analysis data • Generate report

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Name of the Course/Job Role	Executive (Training) in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • Schedule and coordinate training sessions, including venue, equipment, and necessary resources. • Send training invitations and reminders to participants and manage attendance records. • Prepare training materials, presentations, handouts, and other resources required for sessions. • Assist trainers and facilitators with the setup and smooth execution of training sessions. • Deliver introductory or orientation sessions for new employees, covering essential company policies and practices. • Respond to participant questions and provide guidance to ensure understanding of training content. • Collect and compile feedback from training sessions to assess program effectiveness and identify areas for improvement. • Maintain accurate training records, including participant attendance, evaluation scores, and completion rates. • Generate reports and provide insights on training activities for review by senior staff. • Support the development of training content and suggest enhancements to improve learning engagement. • Collaborate with senior training staff to update materials, processes, and best practices. • Stay updated on industry training standards and suggest relevant practices to improve training programs. <p>Preferred Skills</p> <ul style="list-style-type: none"> • Experience with e-learning platforms or virtual training tools. • Familiarity with adult learning principles and training evaluation methods. 	<ul style="list-style-type: none"> • Train new hire as per company policy • Conduct process specific training • Assess training properly • Certify after successful completion of training • Conduct appropriate trainings based on assessment • Prepare the training curriculum / content • Implement the curriculum successfully and in a timely manner • Achieve anticipated training output • Review existing training materials • Recommend revisions of training material as necessary • Prepare and follow classroom management plan • Adhere in implementing classroom management plan • Follow timelines and complete syllabus • Identify appropriate T-L process • Follow effective T-L process • Identify the parameters for taring progress • Monitor progress of new hires during and after training • Assist in generating training completion reports • Hold calibration sessions to ensure standardization of the learning systems • Apply People Management principles • Apply People Development Principles • Provide support to Operation team to meet targets • Provide support to operations team how to sustain targets • Guide support team to accurate & timely analysis of training progress • Improve process performance metrics continuously • Collate data & generate MIS report • Mentor/ coach and counsel trainers and develop their skills • Hold calibration sessions to ensure standardization • Support to Operation team to meet target • Follow team development process • Exhibit mentoring process • Develop instrument for collecting data

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Name of the Course/Job Role	Deputy Manager (Quality) in IT/ITeS
Job Description	Learning Outcomes
<ul style="list-style-type: none"> • Support the implementation of quality assurance policies and procedures to ensure compliance with industry standards, regulations, and company policies. • Conduct regular audits, inspections, and reviews to identify quality issues and non-conformance. • Collaborate with cross-functional teams to identify, analyze, and improve processes to enhance quality, efficiency, and consistency. • Implement quality improvement initiatives using methodologies such as Six Sigma, Lean, or Total Quality Management (TQM). • Train team members and other staff on quality standards, procedures, and best practices. • Develop training materials and conduct workshops to ensure adherence to quality protocols. • Work with procurement and supply chain teams to ensure that suppliers meet quality standards. • Conduct supplier evaluations, audits, and monitor supplier quality performance. <p>Preferred Skills</p> <ul style="list-style-type: none"> • Experience with quality auditing and regulatory compliance. • Familiarity with quality data visualization and reporting tools. 	<ul style="list-style-type: none"> • Prepare Quality Policy • Drive / Follow quality metrics as per defined target • Ensuring compliance by monitoring and feedback process • Analyze feedback • Meet audit target & calculate quality scores • Develop processes & formats to ensure effective quality management of processes • Adhere effective QMS to compliance • Calibrate periodically the Quality parameters • Ensure low variation in calibration • Manage individual quality of team member for implementing quality • Take quality improvement initiatives • Assist Operation by assisting in relevant metric management, • Identify areas of opportunity • Work towards improving the quality constantly • Use continuous quality improvement methodologies. • Apply Mentoring principles and develop the team • Analyze key issues related to process improvement and sending report for corrective action • Monitor continuous improvement in the scores of all quality metrics • Identify arears for opportunities • Collect & provide feedback on opportunity areas • Provide effective feedback on Training & Development related to quality improvement • Provide support on audit and compliance process • Collate data & generate MIS report • Apply and follow mentoring process • Identify Quality parameters for calibration • Apply and follow team development process • Motivate team members • Conduct SWOT analysis related to quality improvement • Prepare tools for collecting data • Take corrective action in case of deviation of quality parameters • Analyze data related to quality improvement • Develop tools for collecting data • Communication report for decision making • Dissemination of Quality Policy