

## Instruction Sheet for the Candidate

<b>Qualification</b>	Communication Assistant (Content Writing)
<b>Competency Standards</b>	<ol style="list-style-type: none"> <li>1. Manage internal and external communication of a company</li> <li>2. Draft media statements</li> <li>3. Represent the company professionally</li> <li>4. Plan events and press conferences</li> <li>5. Compile Media Publications</li> </ol>
<b>Purpose of Assessment</b>	Summative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 04 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <p>Write an article defining the internal and external communication of a company for the particular services and write a media statement of a financial year achievements of the company for a press conference.</p>
<b>Time: 04 Hrs.</b>	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p><b>Write an article defining the internal and external communication of a company for the particular services and write a media statement of a financial year achievements of the company for a press conference.</b></p>
<b>Minimum Evidence Required</b>	<p><b>Write an article defining the internal and external communication of a company for the particular services and write a media statement of a financial year achievements of the company for a press conference.</b></p> <ol style="list-style-type: none"> <li>1. Create social media accounts</li> <li>2. Write contents for the company updates of internal employees of the company</li> <li>3. Write media statements</li> <li>4. Draft a press release for the achievements of financial year of the company</li> <li>5. Monitor necessary press conference arrangements</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Communication Assistant (Content Writing)
<b>Competency Standards</b>	1. Manage internal and external communication of a company 2. Draft media statements 3. Represent the company professionally 4. Plan events and press conferences 5. Compile Media Publications
<b>Purpose of Assessment</b>	Summative Assessment
<b>Assessment Task</b>	Write an article defining the internal and external communication of a company for the particular services and write a media statement of a financial year achievements of the company for a press conference.

I can.....

Performance Criteria	Yes	No
1. Create social media accounts	<input type="checkbox"/>	<input type="checkbox"/>
2. Write contents for the company updates of internal employees of the company	<input type="checkbox"/>	<input type="checkbox"/>
3. Write media statements	<input type="checkbox"/>	<input type="checkbox"/>
4. Draft a press release for the achievements of financial year of the company	<input type="checkbox"/>	<input type="checkbox"/>
5. Monitor necessary press conference arrangements	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Communication Assistant (Content Writing)
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<b>Purpose of Assessment</b>	Summative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

## Observation Checklist

<b>Assessment Task</b>	Write an article defining the internal and external communication of a company for the particular services and write a media statement of a financial year achievements of the company for a press conference.			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Create social media accounts			
2.	Write contents for the company updates of internal employees of the company			
3.	Write media statements			
4.	Draft a press release for the achievements of financial year of the company			
5.	Monitor necessary press conference arrangements			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Communication Assistant (Content Writing)
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<b>Purpose of Assessment</b>	Summative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define Press Release		
2.	What are popular social media platforms?		
3.	What is newsletter?		

4.	Define Google Alerts.		
5.	What is search engine?		

Feedback to the Candidate	
Candidate's Signature_____	Assessor's Signature _____