



Student Labor Position Description

Multi Work-Learning-Service Level Form

(For combining up to two Work-Learning-Service levels (WLS) on the same form)

Department Name: Admissions

Org. #: 2008

Position Title: Marketing Associate

WLS Levels: 2 -- 3 Position Codes: S09512 , S09513

Contract Hours: As defined by the status form and/or the grade level descriptions

Current Revision Year: 2009

WORK-LEARNING-SERVICE LEVELS (WLS)

- **WLS 1 – Entry Level** – This level is assigned to the following:
 1. All entering students during the first year of enrollment (or first term if entering mid-year); and
 2. Students of any classification whose work is characterized by highly structured tasks or outcomes, relatively low level or number of skills required, typically repetitive or routine tasks, and requiring direct supervision of worker results
- **WLS 2 – Intermediate Level** – This work typically involves less direct supervision than WLS Level 1, perhaps more work variety, and requires some independent exercise of judgment along with an increasing knowledge of the job.
- **WLS 3 – Skilled Level** – The work is typically skilled, requires little direct supervision, requires independent judgment on procedures, has variety and depth. The work includes helping in the training of others and the expectation of contributions toward improvement of the way work is carried out.
- **WLS 4 – Advanced Level** – Normally involves the supervision of other students, the ability to apply advanced skills, and the capacity to assume higher levels of responsibilities for departmental operations. As with WLS Level 3, the work is typically skilled, requires little direct supervision, allows for independent judgment on procedures, and has variety and depth. The work includes helping in the training of others and the expectation of contributions toward improvement of the way work is carried out. Labor Departments may require WLS level 4 positions to be more than the minimum 10 hour commitment; if so, the Status Form will reflect this requirement.
- **WLS 5 – Management Level** – **Must be a 15 hour commitment – Allocation of a WLS Level 5 is limited and must be approved by the Dean of Labor / Labor Team.** *Prerequisite: One term at WLS level 3 or 4 and no forms of academic, labor, or social probation.*

This level demands an understanding of departmental policies and relationships. Students are expected to develop and model strong interpersonal / communication skills in the workplace. In addition, students must demonstrate autonomy, high level skills, and assume advanced level responsibilities for departmental functions and/or programs. This level is assigned to the following:

 - Student managers in the department; or
 - Students responsible for managing highly technical positions within the department; or
 - Master level student artisans
- **WLS 6 – Director Level** – **Must be a 15 hour commitment – Allocation of a WLS level 6 is limited and must be approved by the Labor Program Council.** *Prerequisite: One term at level 4 or 5 and no forms of academic, labor, or social probation.*

Students assigned to this level serve as role models as workers and as students, displaying behaviors and values that are consistent with the Berea College Workplace Expectations -- both on and off the job. These positions require the highest levels of worker autonomy, advanced skills sets, and supervisory responsibilities for individuals, student managers, and departmental operations. Students must be involved in the following:

 - Supervision of other student managers; or
 - Supervision of students in highly technical positions
- **WLS UC -- Unclassified** – The positions of Student Government Association President, Campus Activities Board chair, chimes Editor, and pinnacle Editor are unclassified. These positions involve the highest levels of autonomy and responsibility as in the case of WLS level 6 positions.

I. WLS Levels 2 -- 3

II. Description Of Duties For This Position:

A. The following duties are assigned to WLS level 2:

1. Assists in producing content for print or electronic uses as needed: writing, document development, image development for online use.
2. Assists in project management, including identifying resources and collecting information.
3. Works with minimal direction to write and proofread documents to ensure all materials developed are of professional quality.

B. In addition, WLS level 3 would be responsible for the following duties:

1. Managing projects from start to completion, including understanding scope, identifying resources and developing materials.
2. Brainstorming creative solutions to meet organizational objectives.

3. Working on complex programs delivered through multiple mediums.

III. Learning Opportunities For This Position:

A. The following are learning opportunities for WLS level 2 :

1. Experience in creation of electronic and print marketing materials.
2. Portfolio-quality work samples created in print and/or electronic media.
3. Gain knowledge of Berea College and admissions strategies.
4. Gain experience in writing for print and electronic media.

B. In addition, the following are learning opportunities for WLS level 3 :

1. Gain experience in project management.
2. Gain knowledge in the effective deployment of integrated marketing campaigns.
3. Gain experience working with graphic designers, web developers and/or videographers.

IV. Qualifications Needed For This Position (Indicate Any That Are WLS Level Specific):

- A. Experience in writing, editing, proofreading.
- B. Experience with MS Office products (Proficiency needed for Level 3).
- C. Knowledge of Berea College policies and procedures.