



Student Labor Position Description

Single WLS Level Form

Department Name: Admissions

Org. #: 2008

Position Title: Marketing Supervisor

WLS Level: 4 Position Code: S09514

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:

 1. Student managers in the department; or
 2. Students responsible for managing highly technical positions within the department; or
 3. 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:

 1. Supervision of other student managers; or
 2. 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 Level: 4

II. Description Of Duties For This Position:

- A. Managing the daily activities of the student marketing team, including managing assignments and schedules of team members to meet team goals as determined by the Coordinator of Marketing, Web and Print Publications.
- B. Oversees training program for new members of the marketing team, including identifying any areas where additional training is needed to meet departmental expectations.
- C. Serves as a working leader by participating in the conception and completion of projects, as determined by the Communications Plan
- D. Works closely with Coordinator of Marketing to identify opportunities for the marketing team to contribute to the efficient and effective recruitment of students to Berea College.

III. Learning Opportunities For This Position:

- A. Gain and demonstrate effective training techniques to ensure team success in the areas of electronic and printed communication mediums.
- B. Gain and demonstrate effective team leadership skills to ensure the team meets organizational goals, as assigned.
- C. Gain and demonstrate advanced knowledge of Berea College marketing strategies as they relate to recruitment of prospective students.
- D. Gain advanced experience in the areas of development and implementation of publication and electronic communication tools.

IV. Qualifications Needed For This Position:

- A. Advanced knowledge of Berea College policies and procedures.
- B. Advanced knowledge of grammar, usage and writing techniques to inform and persuade.
- C. Maturity and confidence to work independently and supervise students.
- D. Passionate advocate for the value of a Berea College education.