



Student Labor Position Description

Single WLS Level Form

Department Name: Admissions

Org. #: 2008

Position Title: Social Networking Associate

WLS Level: 3 Position Code: S17126

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: 3

II. Description Of Duties For This Position:

- A. Leveraging personal experiences to persuade prospective students of the benefits of applying to Berea College via telephone and electronic mediums.
- B. Identifying new projects to help reach organizational goals.
- C. Assisting Social Networking supervisor and Coordinator of Marketing, Web and Print Publications in training other team members.
- D. Assisting in helping ensure Social Networking team meets quality and productivity goals, as determined by the Coordinator of Marketing, Web and Print Publications.

III. Learning Opportunities For This Position:

- A. Gain and demonstrate advanced spoken persuasion skills via phone and electronic mediums, as identified in the Communications Plan.
- B. Gain and demonstrate knowledge of targeted marketing techniques to help meet organizational goals.

- C. Gain and demonstrate the ability to train peers on Berea College admissions policies and procedures.
- D. Gain and demonstrate the ability to concept and develop new projects for use with social networking platforms.

IV. Qualifications Needed For This Position:

- A. Advanced experience with social networking media.
- B. Ability to speak persuasively on the benefits of being enrolled at Berea College.
- C. Knowledge of Berea College policies and procedures.
- D. Experience in telemarketing, surveying or other phone-based work in a professional environment.