



# Student Labor Position Description

## Single WLS Level Form

Department Name: Public Relations

Org. #: 5030

Position Title: Photography Program Director

WLS Level: 6 Position Code: S65309

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

Current Revision Year: 2010

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### 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.

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#### I. WLS Level: 6

#### II. Description Of Duties For This Position:

A. Must work 15 hours per week and have been an employee of Public Relations photography a minimum of two years.

B. Directs and manages the photography program student staff including WLS level 4 and 5 positions. Program responsibilities include but are not limited to:

1. Allocates, plans, and schedules photography assignments appropriately, assuring that all photos are equitably assigned for the hours in which student photographers are available, and that no photographer takes more than 3 shoots per week (except in exceptional cases).

2. Directs student photographers by training and reviewing work, to ensure all assignments meet technical standards and quality desired by Public Relations and other various internal/external requests/needs.

3. Manages the inventory and maintenance of equipment (e.g. cameras, equipment, batteries flashes...) including the proper entry, barcodes, and labels within inventory software.

4. Corresponds with vendors as needed regarding photography equipment (e.g., draft letters to repair cameras under warranty, researches new equipment, and makes purchase recommendations).
  5. Manages the PRphoto e-mail account, including requests for existing photo files, requests for photo shoots, and follow up.
  6. Directs student photographers on how to properly back up images to hard drive or temporary storage, record metadata, keywording, and archiving properly to the server. Also reviews student photographers' stored images for accuracy of these procedures. Spot checks the IDimager keyword structure to ensure best practices are being followed.
  7. Keeps records of all photos taken in the photo archive and database (e.g., IDimager), including name of photographer, name of subjects, and place and date; assures that files on CD or DVD in the PR photo filing system are checked out/in properly, and returned to their original folders. Maintains hard disk back up system ensuring organization and protection of images.
  8. Responsible for posting, interviewing, and hiring student photographers. Director will review selected applicants with Magazine Editor before officially hiring.
  9. Plans and leads student photography labor meetings to discuss issues, to offer advice to trainees, give feedback on photo shoots, answer questions, and discuss any issues as requested by the Magazine Editor.
  10. Delegates and reviews research and any updates done by student photographers implemented in the operating procedures and training manuals for the photography department.
  11. Assigns students the responsibility of ensuring the work area/environment is clean, organized, and well stocked. Regularly assesses the performance of students related to this task.
  12. Directs student photographers on properly obtaining and filing a model release, especially for shoots that involve minors, and ensuring this task has been completed for all applicable photo shoots.
- C. The Student Photography Director is an integral part to publishing the magazine and those responsibilities include but are not limited to:
1. Oversees writing of cutline for the magazine, proofreads photos in the magazine, suggest photos, collects and organizes the magazine photos.
  2. Identifies and contacts off-campus entities to acquire photos for the magazine, whether in digital or hard copy format.
  3. Communicates with Magazine Editor and student writers to ensure photos will flow with and complement articles.
- D. The Student Photography Director is an integral part of the Public Relations staff and those responsibilities include but are not limited to:
1. Assists Public Relations staff in research and attends department meetings regarding photography software and hardware issues, needs, or updates.
  2. Identifies, secures and schedules freelance photographers for various on and off campus assignments.
  3. Enlists, secures, and schedules external photography professionals to provide training sessions for student photographers and Public Relations staff.
  4. Inform, train, and assist new Public Relations staff of the dynamics of the photography department and its role in Public Relations.
  5. Delegate and review submissions to Public Relations wall calendars and Outlook calendars related to photography to ensure assignments cover all designated events. This entails monitoring and researching college calendars and schedules to find appropriate photo shoots.
  6. Prepares material in the format required and in accordance with the retention schedule of Public Relations and the College's special collections archive, to ensure maximum legacy value for images.
  7. Manage the Ultratime system for student photographers (adjustments, approval, schedules, evaluations)
  8. Works closely with Alumni Relations to ensure proper coverage of alumni events.

### **III. Learning Opportunities For This Position:**

- A. Will demonstrate the attributes listed on the "Outline of Berea's Labor and Learning Progressions" for this job's grade level and all levels below it as published in the Berea College Student Labor Program Policies and Procedures Manual.
- B. Exemplifies professionalism and an in-depth knowledge of the concepts of photojournalism and how these apply to the world of publications and public relations.
- C. Possesses a high degree of professionalism in interfacing with a variety of people in many different professions; interpersonal and organizational communication skills will be fine-tuned.
- D. Learn about Berea College from a unique professional perspective.
- E. Learn and train others about office routines, etiquette, punctuality, dependability, team-based work environment and public relation skills.
- F. Improve skills to give positive criticism and have primary role in hiring, supervision, and firing.

### **IV. Qualifications Needed For This Position:**

- A. Must have previous two years experience as photographer in BC Public Relations and have spent at least one semester, preferably a year, as a WLS 4 at Public Relations.
- B. Students assigned to a grade 6 must have been in a grade 3 or 4 position for one year, must be full-time degree-seeking students, and may not be on any type of probation (Tools Handbook, p28).
- C. Thorough knowledge of the policies and procedures related to the photographic needs, both supplies and suppliers, of the Public Relations office; ability to conduct interviews; ability to train and supervise other students; willingness to assume a high degree of writing responsibility.
- D. Has a keen interest and vast knowledge in photography software and hardware.
- E. Posses strong organizational skills, ability to competently utilize knowledge on the job; ability to work well and effectively with peers and instructors.
- F. Understand and exhibit to others why a clean, neat, respectful appearance and mode of dress is required.
- G. Student should be in good standing with all various College departments and policies.
- H. Knowledge of color digital photography in addition to black/white photography, familiarity with Canon, Nikon, Fuji digital cameras, as well as large format photography, skill with digital manipulation packages, familiarity with Excel, Photoshop, IDimager, card recovery programs, and other data management systems.
- I. Professional phone etiquette, excellent written and spoken English skills.
- J. Willingness to commit to full year in the position
- K. Willingness to accept tasks as assigned, and delegate as needed.