



Student Labor Position Description

Single WLS Level Form

Department Name: Public Relations

Org. #: 5030

Position Title: Web Producer/Publisher

WLS Level: 5 Position Code: S67315

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

Current Revision Year: 2011

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: 5

II. Description Of Duties For This Position:

- A. "Student manage" a team of web publishing assistants and web publishing associates; including: (a) assignment of client change requests; (b) supervision of work; (c) approval of work (d) serve as student proxy in Ultratime system (e) organize and lead student labor meetings.
- B. Train "campus clients" (a.k.a. content managers) in effective preparation of text and multimedia material for web presentation.
- C. Project manage "new page" or "major change" projects.
- D. Perform as web "producer," including needs assessment, design, development, implementation and evaluation of new web content productions.

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, Tools (07-08).
- B. Learn and understand a complete service work flow for web site enterprise; be able to "take charge" of tasks and full-blown projects that move through this work flow.
- C. Develop and help mature a client base.
- D. Team leadership through supervising and managing.

IV. Qualifications Needed For This Position:

- A. Prior excellent performance as a web publishing associate at WLS 4 for at least a year, and must work a 15 hour contract.
- B. Prior excellent experience in preparation of multimedia materials for web applications.
- C. Demonstrated superior interpersonal communications skills.
- D. Demonstrated leadership indicators.
- E. Posse and exhibit good customer service skills and ability to exercise sound judgement when dealing with the public and college faculty/staff.
- F. Willingness to accept tasks as assigned, must be fairly articulate, good communications skills, learn professional phone etiquette, must have the ability to take notes and deliver messages concisely, and should have a genuine interest/concern for Berea College.
- G. A clean, neat, respectful appearance and appropriate mode of dress are important due to the nature of the position.
- H. Student should be in good standing with all various College departments and policies.
- I. The students who work in Public Relations are a very important part of the Public Relations' team. The duties listed above are but a representative sampling of the kinds of duties and responsibilities of the Office Assistant who work in the office. Any worker (full-time staff or student) must be willing to accept assignments of a varied nature that are designed to fulfill the needs of the office's responsibilities in support of Public Relations and the work of the Office.