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: Integrated Marketing & Communications
Position Title: Digital Engagement Assoc.
WLS Levels: 3 -- 4
Position Codes: SS9128, SS9129
Contract Hours: As defined by the status form and/or the grade level descriptions
Current Revision Year: 2013

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 3 -- 4**

II. **Description Of Duties For This Position:**
   A. The following duties are assigned to WLS level 3:
      1. Produce regular content features for posting on the BC pages of Facebook and other social media outlets.
      2. Use Berea College information resources such as the Hutchins Library Dept. of Special Collections and text/audio/video content housed elsewhere.
      3. Assist in the development of intended outcomes and strategies for social media short-term campaigns and long-term engagement.

   B. In addition, WLS level 4 would be responsible for the following duties:
      1. Lead production units in the creation of features for posting on Berea College's social media outlets. ("Units" my include subject matter experts [SMEs] from other offices/departments at Berea College as well as other...
writer/producer/editors, photographers, videographers and others from within the Integrated Marketing & Communications department.)

2. Learn and exercise tools and analytical skills to measure efficacy of social media projects and campaigns.

III. Learning Opportunities For This Position:
   A. The following are learning opportunities for WLS level 3:
      1. Learn to create effective content on a frequent periodic basis for distribution via social media channels.

   B. In addition, the following are learning opportunities for WLS level 4:
      1. Learn to design social media "projects" and "packages" which, rather than being made up of single stand-alone posts, involve multiple posts over time and, sometimes, related but different posts in different social media outlets.
      2. Learn to monitor and analyze statistics describing user response to posts on Berea College social media sites.

IV. Qualifications Needed For This Position (Indicate Any That Are WLS Level Specific):
   A. Personal experience with at least Facebook and Twitter.
   B. Ability to research and package effective content for Berea College social media outlets. (E.g., Facebook, Twitter, YouTube, LinkedIn, Pinterest, etc.).
   C. Possess and exhibit good customer service skills and ability to exercise sound judgment when dealing with the public and college faculty and staff.
   D. Willingness to accept tasks as assigned, must be articulate, good communications skills, professional phone etiquette, must have the ability to take notes and deliver messages concisely, and should have a genuine interest/concern for Berea College.
   E. A clean, neat, respectful appearance and appropriate mode of dress are important due to the nature of the position.
   F. Student should be in good standing with all various College departments and policies.