



Student Labor Position Description

Single WLS Level Form

Department Name: Marketing Communication

Org. #: 5030

Position Title: Media Relations Associate

WLS Level: **4** Position Code: S01040

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

Current Revision Year: **2019**

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. Researching information for news releases
- B. Writing news releases.
- C. Monitoring news placements from various sources (print, electronic, online, video, radio, etc.)
- D. Clipping and scanning selected placements.
- E. Filing news placements into a database.
- F. Researching information for news releases,
- G. Writing news releases.
- H. Developing story ideas, working with media as assigned.
- I. Training other students.

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 WLS level and all levels below it as published in the Berea College Student Labor Program Policies and Procedures Manual, Tools (18-19).
- B. Learn about Berea College from a unique professional perspective.
- C. Student should work more independently, with less supervision and fewer errors.
- D. Demonstrating a strong initiative in the job will lead to promotional opportunities.

IV. Qualifications Needed for This Position:

- A. Willingness to accept tasks as assigned, ability to follow directions, pay attention to detail, remain focused, maintain confidentiality and should have a genuine interest/concern for Berea College.
- B. Understand and exhibit why a clean, neat, respectful appearance and appropriate mode of dress are important due to the nature of work in Media Relations.
- C. Student should be in good standing with all various college departments and policies.
- D. Must be dependable and responsible with respect for the college, staff and students.
- E. The students who work in the Media Relations are a very important part of the Marketing and Communications team. The duties listed above are but a representative sampling of the kinds of duties and responsibilities of the position. Any worker (full-time staff or student) must be willing to accept assignments of a varied nature that are designed to fulfill the needs and responsibilities that support Media Relations.