



Student Labor Position Description

Single WLS Level Form

Department Name: Marketing and Communications

Org. #: 5030

Position Title: Multimedia-Writing Associate

WLS Level: **4** Position Code: S01037

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. Gathers, writes, and edits material for Berea College magazine and other media.
- B. Conducts interviews, gathers information and writes assigned feature articles.
- C. Proofreads assigned publications for Marketing and Communications.
- D. Schedules photographs or finds existing photos to accompany stories.
- E. Attends lectures/events and takes notes for quotes and news stories.
- F. Organizes and helps produce the College magazine and brochures.
- G. Condenses news stories for publication.
- H. Transcribes interviews for self and other staff writers as directed.
- I. Brainstorms article topics for future magazine issues and suggests story ideas to the staff.
- J. Identifies the purpose and scope of articles, develops interview questions, gathers information and writes original articles.

- K. Writes news briefs, feature stories and other publications using a variety of writing styles and publication formats.
- L. Assists in maintenance of photography and publication files.
- M. Takes lead on producing digital content, including low-fi videos, for magazine stories.
- N. Performs other duties as directed that relate to the functions of the MC Department.

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. Will develop skills in editing for style, content and grammar.
- C. Will write news briefs, feature stories and other publications using a variety of writing styles and publication formats.
- D. May learn digital photography and editing techniques.
- E. May learn video editing techniques.
- F. Will learn how to plan, research and produce various types of communications.
- G. Will learn to help with planning and scheduling.
- H. Will master use of WordPress for publishing online magazine content
- I. Greater opportunity to take on independent projects

IV. Qualifications Needed for This Position

- A. General: dependable, sets and meets deadlines, exhibits initiative, works well with others.
- B. Skill: News/feature writing experience, photography experience, organizational skills.
- C. High-level writing ability, strong story composition ability/understanding, computer skills, attention to detail.
- D. Physical: well maintained appearance, as individual will be dealing with the public often.
- E. Academic: should maintain good grades and college requirements; background in communication, journalism and/ or composition courses is helpful/preferred.
- F. Desirable Qualifications: ability to work well under pressure, news/feature writing experience.
- G. Ability to compose stories in three formats: text with photos, sound-slide-shows (photo slides with narration, dialogue and/or music), and video packages, also called "mini-documentaries.
- H. Previous year experience as a Writing Assistant (or equivalent experience acquired elsewhere.)