



# Student Labor Position Description

## Single WLS Level Form

Department Name: Marketing Communication

Org. #: 5030

Position Title: Social Media Assistant

WLS Level: **2** Position Code: S59129

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

Current Revision Year: **2019**

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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: **2**

### II. Description of Duties for This Position

- A. Assist Social Media Coordinator and Social Media Associates in the preparation of content for posting on the official college pages of Facebook, Twitter, Instagram, Snapchat and other social media outlets. Content may be text, graphics, photography or videos.
- B. Assist Social Media Coordinator and Social Media Associates in conducting research in and out of the office for social media posts.
- C. Write social media posts to be scheduled on Hootsuite under the supervision of the Social Media Coordinator.
- D. Social Media Assistants WLS 2 will receive regular posting assignments to one or more social media outlets.
- E. Other duties as assigned.

### **III. Learning Opportunities for This Position**

- A. Learn the profession of social media marketing and engagement to achieve measurable goals.
- B. Learn techniques for preparing social media content, photography, video, and researching skills.
- C. Learn the self-discipline of preparing and posting content regularly on targeted social media outlets.

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

- A. Above average writing skills are required at the entry level.
- B. Possess and exhibit good customer service skills and ability to exercise sound judgment when dealing with comments, complaints, and questions from the public and college faculty and staff.
- C. 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.
- D. A clean, neat, respectful appearance and appropriate mode of dress are important due to the nature of the position.
- E. Student should be in good standing with all various College departments and policies.