



Student Labor Position Description

Single WLS Level Form

Department Name: Marketing Communication

Org. #: 5030

Position Title: Social Media Associate

WLS Level: **4** Position Code: S59230

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. Produce regular content features for posting on the official college pages of Facebook, Twitter, Instagram, Snapchat and other social media outlets.
- B. Use Berea College information resources to research content such as the Hutchins Library Dept. of Special Collections, academic calendars, yearly media calendar, and resources provided by Social Media Coordinator.
- C. Assist in the development of intended outcomes and strategies for social media short-term campaigns and long-term engagement.
- D. Lead Social Media Assistants in the creation of features for posting on Berea College's social media outlets. Assist Social Media Coordinator with managing student team workflows from campaign theme generation to publishing.

- E. Write, produce and edit photos, graphics, and videos from within the Integrated Marketing & Communications department.
- F. Learn and exercise tools and analytical skills to measure efficacy of social media projects and campaigns for monthly social media reports. Use information gained from analytics to evaluate and update future content on a regular basis.
- G. 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.
- D. Learn to create effective content on a frequent periodic basis for distribution via social media channels.
- E. Learn social media project management skills by having responsibility for seeing projects through from developing campaign proposals to scheduling and posting packaged content.
- F. Learn current social media trends and engagement strategies through provided professional development opportunities.
- G. Learn to design social media campaigns with strategic intent to maximize engagement and established objectives.
- H. Learn team management skills through guided leadership of other Social Media students (WLS 2-3).
- I. Learn to monitor and analyze statistics describing user response to posts on Berea College social media sites.

IV. Qualifications Needed for This Position

- A. Knowledge and experience with Facebook, Twitter, Instagram and Snapchat.
- B. Ability to effectively research and package written content for Berea College social media outlets. (E.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
- C. Photography/Video and graphic design skills desired.
- D. Possess and exhibit good customer service skills and ability to exercise sound judgment when dealing with the public and college faculty and staff.
- E. 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.
- F. Clean, neat, respectful appearance and appropriate mode of dress are important due to the nature of the position.
- G. Student should be in good standing with all various college departments and policies.