

DISTRICT SCHOOL BOARD OF PASCO COUNTY

JOB DESCRIPTION

DISTRICT MEDIA SPECIALIST, PRODUCTION SERVICES

QUALIFICATIONS:

1. Florida certification in educational media or related field.
2. Proficiency in media production techniques.
3. Master's degree from an accredited educational institution or agree to earn a Master's degree within a designated timeframe.
4. Experience in a like position.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of current trends and developments in educational media production with an emphasis on audio and video production techniques, equipment and services. Ability to develop and implement in-service training to district personnel in the area of media production. Must have a basic understanding of media production techniques and display an ability to provide consultation and advice to media specialists, technology specialists, teachers and other district personnel on production issues.

REPORTS TO:

Supervisor of Instructional Media and Technology

JOB GOAL

To be responsible for the operation and maintenance of media production services of the District Instructional Media / Technology Center. To work directly with media specialists, teachers and other staff to assist or provide media production services. To provide technical assistance and consultation to school and district personnel in the area of production services.

SUPERVISES:

Media Production personnel as assigned.

PERFORMANCE RESPONSIBILITIES:

Technical/Professional Knowledge

1. Provide training and expertise to school personnel.
2. Serve as a resource to school-based and district personnel.
3. Create and produce media for educators as directed.
4. Provide guidance in selection, location, utilization and evaluation of production media to meet individual needs of educators.

Communication

1. Respond to inquiries from schools, parents and employees in a timely manner.
2. Communicate effectively orally and in writing.
3. Use effective communication strategies to interact with a variety of audiences.

4. Provide educators with information about new media production techniques, equipment and materials.

Proactive Orientation

1. Exercise proactive leadership in promoting the vision and mission of the District.
2. Demonstrate initiative and a proactive orientation by recognizing and resolving issues, concerns or problems.
3. Provide training to school and district personnel.
4. Assist in selecting, supervising and evaluating personnel.
5. Anticipate potential problems and develop processes or procedures to prevent or address them.

Critical Thinking

1. Assist in developing the Department's Continuous Improvement Plan.
2. Review and analyze data and information relative to assigned area.
3. Define objectives of district media production services and identify implementation strategies needed to achieve the objectives.
4. Plan for media production services that are integrated with other district programs.
5. Provide an on-going evaluation of district media production services and modify as needed.
6. Contribute to the design of media productions for educators.
7. Provide a well chosen collection of media production resources, including library copies of sample district productions.

Continuous Improvement

1. Set high standards and expectations for self and others.
2. Develop and conduct in-service to inform district personnel of production techniques and services.
3. Develop county-wide training for new media specialists.
4. Attend state and federal conferences to remain current on issues pertinent to media production.
5. Keep abreast of current research, trends and best practices in assigned area.
6. Keep abreast of laws, rules and policies in assigned area.
7. Provide an in-service program for educators which stimulates effective production of media and the development of innovative instructional activities.
8. Contribute to educators development of skills in viewing, listening and communication through media production.
9. Provide instructional and/or consultative services to educators for media production.

Facilitation

1. Use appropriate interpersonal styles and methods to guide individuals and groups toward task accomplishment.
2. Establish an environment which encourages creativity and independent production of media.
3. Organize media production resources for easy accessibility and utilization by educators.
4. Provide facilities and opportunities for individual and group production activities throughout the work day and time after hours, as staff permits.

Managerial

1. Visit schools as needed for consultation.
2. Prepare required reports and maintain appropriate records.
3. Monitor assigned tasks of staff.
4. Recommend budget requirements for effective district media production services.
5. Maintain inventory and maintenance records of all media production resources.
6. Supervise media employees assigned to media production services.

Constancy of Purpose

1. Serve as liaison with agencies outside the district.
2. Represent the Media/Technology Department on various task forces and committees.
3. Coordinate program activities to ensure continuity between and among teachers and other District services.
4. Support the District’s vision, mission, goals and priorities.
5. Any other duties which the Director or the Superintendent may assign.

Decisiveness

1. Make and share decisions in a timely manner.
2. Respond quickly in emergency situations.

PHYSICAL REQUIREMENTS:

1. Light work: Exerting up to 20 pounds of force occasionally and /or up to 10 pounds of force as frequently needed to move objects.

TERMS OF EMPLOYMENT:

1. Salary and benefits shall be paid consistent with the District’s approved compensation plan.
2. Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board’s policy on evaluation of personnel.

Job Description Supplement No. 11

*Essential Performance Responsibilities

Board Action	_____
Approved	_____
Revised	<u>12/15/2009</u>