

## SCHOOL DISTRICT OF GADSDEN COUNTY

### JOB DESCRIPTION

#### DIRECTOR OF INSTRUCTIONAL MEDIA, MATERIALS, AND TECHNOLOGY

#### QUALIFICATIONS:

- (1) Master's Degree from an accredited institution.
- (2) Certification in Administration and Supervision, Educational Leadership, or Media Specialist.
- (3) Three (3) years teaching / media experience.
- (4) Technology proficient.

#### KNOWLEDGE, SKILLS AND ABILITIES:

Advanced knowledge and skills in instructional media and technology. Ability to interpret and promote media technology and instructional materials. Knowledge of current trends and research in area of responsibility. Ability to communicate effectively orally and in writing. Ability to organize and prioritize. Ability to read, interpret, and enforce policies, rules, and statutes. Good interpersonal skills.

#### REPORTS TO:

Deputy Superintendent

#### JOB GOAL

To provide leadership and direction to the District's Media Technology Program for the students and teachers of Gadsden County.

#### SUPERVISES:

Electronics Technician, Instructional Media  
Assigned Support Personnel

#### PHYSICAL REQUIREMENTS:

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

#### TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.  
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. 03**

**DIRECTOR OF INSTRUCTIONAL MEDIA, MATERIALS, AND TECHNOLOGY (Continued)****PERFORMANCE RESPONSIBILITIES:****Planning / Preparation**

- \* (1) Facilitate the establishing of a District-wide Instructional Technology Plan that will include priority, guidelines and criteria for purchasing and installing infrastructure, hardware and software.
- \* (2) Initiate the preparation and coordination of the annual District-wide media services operating budget and coordinate the administration of the adopted budget.
- \* (3) Set guidelines and criteria for coordinated purchasing of new and disposing of outdated books, media materials and equipment.
- \* (4) Assume responsibility for long-range planning for the District's total media services.
- \* (5) Organize and implement an audio visual aids program for general circulation among the schools and departments of the District, such a program to include use of video and audio recordings, transcriptions, tapes, slides, exhibits, posters, computer programs, laser based media, and other audio or visual instructional materials and equipment.

**Administrative / Management**

- \* (6) Establish and administer coordinated procedures for technology support services including repairs and upgrades.
- \* (7) Supervise the installation, operation, and upgrading of a District-wide Area Network for Internet access.
- \* (8) Manage budgets for various projects (media, Materials and Technology) annually as well as an annual budget for instructional media services based on comprehensive planning.

**Assessment / Evaluation**

- \* (9) Prepare a detailed annual report for the Superintendent covering growth of the collections and programs offered, plan for development, and comparisons of the District's media centers and media services with state and national norms and standards.
- \* (10) Maintain a continuous program of evaluation of techniques and services in the school media centers.
- \* (11) Prepare or oversee the preparation of textbooks for evaluation.

**Intervention / Direct Services**

- \* (12) Seek additional sources of District revenue by writing grants and serving as a technical assistant to others who are writing grants for media acquisitions.
- \* (13) Provide leadership and direction for comprehensive media services in support of District goals and priorities.
- \* (14) Meet monthly with technology specialists and media specialists.
- \* (15) Assist school administrators in selection and evaluation of media technology personnel as requested.
- \* (16) Use appropriate interpersonal styles and methods to guide individuals and groups toward task accomplishment.
- \* (17) Facilitate problem-solving by individuals and groups.
- \* (18) Model effective facilitation skills.

**Collaboration**

- \* (19) Consult on the selection and acquisition of hardware and software for each school's use.
- \* (20) Assist the media specialists in establishing and maintaining an electronic system of accounting for all library books, reference volumes, audio visual materials, and periodicals.
- \* (21) Maintain open communication and cordial relations with the professional staff of the municipal library system for the resolution of mutual problems and the full utilization by the school of municipal library services, programs, and materials.

**Staff Development**

- \* (22) Set high standards and expectations for self and others

**DIRECTOR OF INSTRUCTIONAL MEDIA, MATERIALS, AND TECHNOLOGY (Continued)**

- \*(23) Direct the design and implementation of programs for school and District staff development.
- \*(24) Keep abreast of trends, developments, and issues related to media technology.
- \*(25) Attend state and national conferences to provide current media and technology information.
- \*(26) Assist department staff in keeping up-to-date and well-informed about issues and changes in assigned area of responsibility.
- \*(27) Facilitate staff development opportunities in the use and integration of technology into the curriculum.

**Professional Responsibilities**

- \*(28) Seek additional sources of revenue for technology projects by writing grants and managing all such projects.
- \*(29) Keep informed about all types of educational technology and remain up-to-date on trends and practices regarding its use.
- \*(30) Represent the School District at state level meetings concerning instructional library / media, instructional materials (textbooks), and educational technology.
- \*(31) Keep informed about all types of educational materials in non-print as well as print media, and remain up-to-date on trends and practices regarding their use.
- \*(32) Attend FETC conference in leadership role.
- (33) Perform other duties as assigned.

**Student Growth / Achievement**

- \*(34) Provide support for instruction of Sunshine State Standards and instructional standards on state and national tests.
- \*(35) Ensure that lesson plans reflect support of classroom instructional program.
- \*(36) Select print materials, software, and technology support instructional program.

\*Essential Performance Responsibilities