

TITLE	CLASSIFICATION	SALARY RANGE
Director, Media Services and Learning Technologies	Management Team Classified Administrator	25

SCOPE OF POSITION:

Under the direction of the Senior Dean, Learning Resources and Educational Technology, plan, organize and direct the District’s media activities and services; provide organizational leadership to formulate mission, vision and strategic direction for integrated technology solutions, media support protocols and department administration; oversee technology design, purchase, facilitation, implementation and service activities in a variety of lab, lecture and other learning spaces, as well as venues used for District business and special events; administer technology budgets for District mediated spaces; train, supervise, develop and evaluate the performance of assigned staff.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Plan, organize and direct the District’s media activities and services, including providing the organizational leadership to formulate mission, vision and strategic direction for integrated technology solutions, media support protocols and department administration in all projects, events and services.
2. Administer the District media technology budgets; develop and prepare the operating budget for media services and the Instructional Equipment/Library Media annual audio-visual budget; oversee and implement annual bond allocations, construction funded projects, and media grants from other sources; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations.
3. Oversee classroom technology including design, integration, repair and deployment services for the Santa Rosa campus; oversee media services for Shone Farm, Southwest Center, and the Public Safety Training Center; lead collaboration efforts with Petaluma media services.
4. Manage and oversee planning, resourcing, staffing and live production of high-visibility District-wide events to ensure successful media services, including technical production, audio/video recording, web streaming, sound reinforcement, stage lighting, and related technical aspects.
5. Manage and direct production services team, including audio/video capture, live and on-demand streaming services, post-production workflow, interactive media development, videoconferencing, and media learning materials distribution and delivery methods.
6. Train, supervise, develop and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.
7. Develop standard processes and equipment standards between campuses and centers; support the planning, operation and financial oversight of media resources for events such as graduation, facilities rentals and others; provide support to other sites, including videoconferencing, digital signage systems and management, and duplication and transfer of media materials.
8. Support the scope development, design/engineering supervision, procurement, project oversight, payment authorization, installation and commissioning of audio visual installations in new and remodeled District building projects.
9. Provide leadership to District committees in areas related to use of instructional equipment resources, Americans with Disabilities Act (ADA) compliance, and determination of long-range strategic planning for learning space design; serve as a member of the Institutional Technology Group (ITG).

KEY DUTIES AND RESPONSIBILITIES – Continued

10. Monitor grants and budgets for captioning of media resources through Distance Education Captioning and Transcription (DECT) and closed-captioning services transcription.
11. Provide consultative support to Distance Education programs to ensure adequate and effective integration of instructional technologies such as web conferencing into online learning platforms.
12. Provide technical expertise, information and assistance to the Senior Dean regarding assigned functions; assist in the formulation and development of policies, procedures and programs.
13. Designate a technical contact and coordinator for external facility rentals, community usage and related matters; work with local commercial, educational, government and non-profit agencies on issues of interest and cooperation with the District; facilitate tours to provide information about the Campus to guests, community members and others.
14. Direct the preparation and maintenance of narrative and statistical reports and records related to staff and assigned activities; participate in the program review and performance measure report; review and approve final bid documents prepared in collaboration with media management.
15. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information; communicate and collaborate with staff regarding equipment purchases, upgrades, and construction requirements for provision of learning technologies.

KNOWLEDGE OF:

1. Principles and practices of administration, supervision, collaboration, team development and training.
2. Budget preparation and control.
3. Oral and written communication skills.
4. Audio and video system standards and fundamentals of design, installation and operation.
5. Multimedia production techniques.
6. Theatre and facilities management, comprehensive event services.
7. Classroom technology design, architectural and electronic schematics.
8. On-line learning management systems.
9. Video conferencing and web streaming technologies.
10. Audio, video and photographic editing software.
11. Device control protocols for various systems.
12. Applicable laws, codes, regulations, policies and procedures.
13. Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

1. Develop and integrate new programs and services into existing instructional systems.
2. Train, supervise, develop and evaluate the performance of assigned staff.
3. Plan and organize work; meet schedules and timelines.
4. Develop, plan, and present technology solutions to assist the District with communications.
5. Communicate effectively both orally and in writing.
6. Interpret, apply and explain rules, regulations, policies and procedures.

ABILITY TO – Continued

7. Establish and maintain cooperative and effective working relationships with others; mediate disputes and attempt to resolve conflicts among team members when necessary.
8. Operate a computer, ~~and~~ assigned office equipment, and various media software/hardware tools.
9. Analyze situations accurately and adopt an effective course of action.
10. Work independently with minimal direction.
11. Direct the maintenance of a variety of reports, records and files related to assigned activities.
12. Demonstrate sensitivity to, and respect for, a diverse population.

QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in video production, educational technology or related field.

Master's degree in educational technology, organizational leadership, media/event productions or related field preferred.

EXPERIENCE:

Significant experience in directing and managing diverse teams including full-time staff, students and volunteers; expertise managing event services and technologies, preferably in an educational institution; increasingly responsible audio, video, lighting, projection, display, computer, video conferencing, and IP network streaming and management experience.

WORKING CONDITIONS:

PHYSICAL DEMANDS:

Sitting or standing for extended periods of time.

Bending at the waist, kneeling or crouching.

Reaching overhead, above the shoulders and horizontally.

Lifting, carrying, pushing or pulling moderately heavy media equipment.

HAZARDS:

Occasional work in mechanical rooms, high elevations, ladders, tunnels, and confined spaces.