

**CHINO VALLEY UNIFIED SCHOOL DISTRICT**  
**Position Description**

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<b>TITLE:</b>	Director, Media Services	<b>REPORTS:</b>	Associate Superintendent, Educational Services
<b>DEPARTMENT:</b>	Educational Services	<b>CLASSIFICATION:</b>	Management
<b>FLSA:</b>	Exempt	<b>WORK YEAR:</b>	226
<b>ISSUED:</b>	10-5-06	<b>SALARY:</b>	Range 15

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**BASIC FUNCTIONS:**

Under the direction of the Associate Superintendent, Educational Services, plans, organizes, controls, and directs the operation of District Media Services, including the District Media Center and the District's cable television channel; coordinates the operation of the District Professional Development Center; coordinates the processes associated with District textbook selection, procurement and delivery; oversees library services in the District, coordinates the processes associated with the District's Instructional Materials Fund; organizes District-wide student events/shows/performances; and, evaluates the performance of assigned personnel.

**DISTINGUISHING CHARACTERISTICS:**

This is a single position class characterized by the responsibility to perform the duties required for the operation of the District Media Center and oversee the work of personnel assigned to that facility; to ensure the quality and variety of District broadcasts on the District cable television channel; to direct the instructional technology aspects of the Media Center; to assist in all phases of District textbook selection, purchase and delivery; and to promote the efficient operation of District libraries.

**REPRESENTATIVE DUTIES:** (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

**E = Essential Functions**

Plans, organizes, controls, and directs a variety of programs, projects, and activities related to the District Media Center and library services, including a computer resource center, teacher curriculum room, media production, and other related services, activities, and events in providing current curriculum support materials for classroom instruction. (E)

Attends and represents the District at a variety of meetings related to assigned functions, including those related to curriculum, technology and/or staff development. (E)

Performs a wide variety of tasks involving the use and operation of computers, peripherals, and audio-visual equipment, and is knowledgeable regarding a wide array of other Media Center equipment. (E)

Oversees and assists with tasks related to quality service, circulation, acquisition, and processing of the District's media and library materials. (E)

Writes articles for professional publications associated with media and library services, and assists with the development of District-related publications and public communications as directed by immediate supervisor.

Communicates with other administrators, District personnel, and vendors to coordinate activities and programs, resolve issues and conflicts, and exchange information, regarding budgets, materials, and policies. **(E)**

Organizes and facilitates activities and events such as Science Fair, District music functions, Art Showcase, the annual Business Expo, and others as appropriate. Assists the Director of Communications with other District functions as directed by the immediate supervisor. **(E)**

Develops, coordinates and oversees production of programming for the District cable television channel and supervises appropriate staff. **(E)**

Assists with the planning and facilitating of staff development as requested.

Facilitates and promotes available resources and services at the District Media. **(E)**

Oversees the operation of the Professional Development Center, located at the District Media Center, and arranges and promotes activities and events therein. **(E)**

Supervises the acquisition of library materials for each school, and chairs monthly library committee meetings, and provides and/or arranges staff development for library personnel. **(E)**

Oversees textbook, library and Media Services budgets. **(E)**

Develops and prepares assigned budgets for District classroom materials, state-adopted textbooks, and library services; analyzes and reviews budgetary and financial data; monitors and authorizes expenditures in accordance with established guidelines; oversees the allocation of District-wide textbook and library funds, including library personnel. **(E)**

Oversees the ordering, distribution, inventory and stocking of District textbooks. **(E)**

Maintains a professional library of books, journals and current resource materials. **(E)**

Coordinates the District music program and music teacher schedules. **(E)**

Supervises and evaluates performance of assigned staff; interviews and selects employees and recommends transfers, reassignments, terminations, and disciplinary actions; plans, coordinates, and arranges for appropriate training of subordinates. **(E)**

Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files; prepares agendas and memos. **(E)**

Develops and implements long and short-term plans and activities. **(E)**

Assures accurate and timely dissemination of information. **(E)**

Serves on committees as appropriate.

Writes and revises District policies and administrative regulations pertaining assigned functions. **(E)**

Keeps informed of current trends in instruction, curriculum, educational technology and other pertinent areas.

Performs other duties as assigned.

**MINIMUM REQUIREMENTS:**

**EDUCATION, EXPERIENCE, LICENSES, AND OTHER REQUIREMENTS:**

Bachelor's degree required in Library Science, Media Services, Mass Communications, Technology, or related field. Master's degree in related field preferred. Administrative Services Credential preferred.

A minimum of three (3) years experience in a media center environment to include working with television production and programming, textbooks, and library, preferably in a K-12 setting and at the District level.

Teaching credential preferred; library media teacher credential preferred.

Employment eligibility that may include fingerprints, health (TB), and/or other employment clearance.

Must have valid California driver's license and automobile available for use. Must be willing to attend evening, night, and weekend meetings.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- State textbook ordering and distributing procedures.
- Multimedia supplies and equipment.
- Library technical processes related to the acquisition, cataloging, classification, and circulation of library materials.
- District curriculum, reading levels, and appropriate reference materials.
- Curriculum frameworks.
- Technical aspects of field of specialty.
- Principles of organization, operation and supervision of a District Media Center.
- Principles and practices of management.
- Modern library technology and office procedures, methods, computer equipment, and computer software applications necessary to perform required duties.
- Budget preparation and control.
- Applicable federal, state, and local laws, codes, regulations, and District policies, regulations, and procedures.
- Oral and written communication skills, including English usage, grammar, spelling, vocabulary, composition, and mathematics.

**ABILITY TO:**

- Perform technical library duties related to the acquisition, classification, cataloging, circulation, and processing of books, periodicals, and other library materials.
- Utilize a variety of computer applications, including office management, graphics, video editing and page layout programs, with the ability to quickly master new applications.
- Operate a computer terminal and audio-visual equipment.
- Plan, organize, and administer a comprehensive and effective media program.
- Administer assigned budgets and allocate funds.
- Communicate effectively, both orally and in writing.
- Write in a clear and concise manner for broad public appeal and interpretation.
- Produce effective, meaningful written communications.

- Gain cooperation through discussion and persuasion.
- Analyze situations carefully and adopt an effective course of action.
- Interpret, apply, and explain administrative and Board policies, laws, and regulations.
- Plan, organize, and prioritize work to meet multiple schedules and deadlines, and manage simultaneous tasks.
- Work independently; work under pressure.
- Understand, analyze, and prepare comprehensive narrative and statistical reports.
- Establish and maintain cooperative and effective relationships with District staff, community members, and business contacts.
- Supervise and evaluate the performance of assigned staff.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

- District office environment, Media Center, school sites, and Board meetings.
- Demanding timelines.
- Subject to driving to a variety of locations to conduct work during day and evening hours.
- Subject to frequent interruptions and extensive contact with students, staff, parents, and the public.

**PHYSICAL DEMANDS:**

- Bending at the waist, kneeling or crouching, and reaching to retrieve and maintain files and records.
- Reaching overhead, above the shoulders and horizontally.
- Dexterity of hands and fingers to operate standard office equipment, computer keyboard, other office equipment, and other equipment necessary to complete the required duties.
- Hearing and speaking to exchange information in person and on the telephone.
- Visual ability to read and to prepare/process documents, and to monitor various services and personnel.
- Sitting for extended periods.
- Standing for extended periods.
- Walking over rough or uneven surfaces.
- Light lifting; pushing or pulling carts.

**HAZARDS:**

- Extended viewing of computer monitor.
- Working around and with office equipment having moving parts.

I have read the above position description and fully understand the requirements set forth herein. I hereby accept the position of Director, Media Services and agree to abide by the requirements and duties set forth. I will perform all duties and responsibilities to the best of my ability.

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(SIGNATURE OF EMPLOYEE)

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(DATE)

In compliance with the Americans with Disabilities Act, the Chino Valley Unified School District will provide reasonable accommodations to qualified individuals with disabilities, and encourages both prospective and current employees to discuss potential accommodations with the Human Resources Office.

Board Approved: 09-05-02

Revised: 09-15-05

Revised: 10-05-06