

SAN LUIS OBISPO COUNTY OFFICE OF EDUCATION

CLASS TITLE: EDUCATIONAL TECHNOLOGY CENTER MANAGER

BASIC FUNCTION:

Under the direction of an assigned administrator, plan, organize and direct Educational Technology Center (ETC) operations and activities including COETV programming, educational website features and the circulation of instructional media and materials; coordinate and direct personnel, communications and educational resources to meet community education needs and assure smooth and efficient ETC activities; supervise and evaluate the performance of assigned staff.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Plan, organize and direct ETC operations and activities including COETV programming, educational website features and the circulation of instructional media and materials; establish and maintain related time lines and priorities; assure related activities comply with established standards, requirements, laws, codes, rules, regulations, policies and procedures.

Coordinate and direct personnel, communications and educational resources to meet community education needs and assure smooth and efficient ETC activities; oversee the development and implementation of ETC projects, plans, educational technology resources, programs, services, systems, goals and objectives; assure proper and timely resolution of related issues and conflicts.

Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work to assure compliance with established standards, requirements and procedures; assure employee understanding of established requirements.

Plan, organize and direct the circulation of ETC instructional resources; direct the maintenance of the ETC library collection including educational videos and instructional media; coordinate, schedule and oversee activities involved in the pick-up and delivery of audio-visual equipment, mail, and instructional media and materials; direct the operation of the computerized media booking system.

Manage the development and maintenance of the ETC website to assure smooth delivery of digital educational content to County schools and the community including online educational tools, streaming video, multi-media tutorials, news features and a variety of electronic resources; coordinate related internet, intranet and network functions.

Coordinate broadcast operations of COETV; manage television station activities involved in providing educational programming to the community; develop and maintain the station's program schedule; oversee video production and duplication, satellite download, DVD authoring and other digital media-related services in support of COETV programming and the ETC library collection.

Assure adequate resources, materials and equipment to meet ETC and community education needs; research, negotiate and recommend the purchase of supplies, equipment and instructional media and materials as appropriate; establish and maintain partnerships to facilitate and enhance support for ETC resources and services; research and obtain ETC funding from outside sources as directed.

Coordinate ETC educational resources, activities, communications and information between administrators, personnel, educational agencies and various outside organizations; assist in expanding the delivery of digital educational resources such as website services to areas outside the County as directed; direct marketing activities to expand ETC customer base.

Assist in the development and preparation of the annual ETC budget; review and evaluate budgetary and financial data; monitor expenditures to assure they do not exceed established limitations.

Provide technical information and assistance to the Director regarding ETC activities, needs and issues; assist in the formulation and development of policies, procedures and programs.

Direct and participate in the preparation and maintenance of various records and reports related to ETC technology, plans, budgets, usage, progress, projects and assigned activities.

Communicate with personnel, administrators and various outside agencies to exchange information, coordinate activities and resolve issues or concerns.

Operate a variety of office equipment including computers, projectors, servers and a variety of specialized software; drive a vehicle to conduct work.

Attend and conduct a variety of meetings as assigned; prepare and deliver oral presentations concerning ETC services and educational resources; attend and represent the ETC in various committees as directed; coordinate professional development and training activities as needed.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Management of ETC operations and activities including COETV programming, educational website features and the circulation of instructional media and materials.

Practices, procedures and techniques involved in the development and implementation of ETC projects, plans, educational technology resources, programs, services, systems, goals and objectives.

Applicable laws, codes, regulations, policies and procedures.

ETC organization, operations, policies and objectives.

Programming standards and instructional guidelines related to educational television broadcasts.

Technology infrastructure needed to facilitate the delivery of digital resources and distance learning.

Uses and practices of digital media and web-based instructional resources in an educational setting.

Standards and requirements for educational technology library collections including educational videos and instructional media.

Copyright issues pertaining to broadcast, cable and duplication rights.

General principles, practices and procedures involved in website design and implementation.

Curriculum interpretation and application in ETC services.

Policies and objectives of assigned programs and activities.

Principles and practices of administration, supervision and training.

Basic budget preparation and control.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

Public relations techniques.

ABILITY TO:

Plan, organize and direct ETC operations and activities including COETV programming, educational website

features and the circulation of instructional media and materials.
 Coordinate and direct personnel, communications and educational resources to meet community education needs and assure smooth and efficient ETC activities.
 Supervise and evaluate the performance of assigned personnel.
 Oversee the development and implementation of ETC projects, plans, educational technology resources, programs, services, systems, goals and objectives.
 Coordinate, schedule and oversee activities involved in the circulation, pick-up and delivery of audio-visual equipment, mail, and instructional media and materials.
 Manage the development and maintenance of the ETC website to assure smooth delivery of digital educational content to County schools and the community.
 Direct broadcast services involved in providing educational programming to the community.
 Assure adequate resources, materials and equipment to meet ETC and community education needs.
 Communicate effectively both orally and in writing.
 Interpret, apply and explain laws, codes, rules, regulations, policies and procedures.
 Establish and maintain cooperative and effective working relationships with others.
 Operate a computer and assigned office equipment.
 Analyze situations accurately and adopt an effective course of action.
 Meet schedules and time lines.
 Work independently with little direction.
 Plan and organize work.
 Direct and participate in the preparation and maintenance of various records and reports.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor’s degree in information technology, communications or related field and three years experience involving work with digital technology, broadcasting, video production and instructional media. One year of additional increasingly responsible and relevant experience may be substituted for one year of education towards the Bachelors degree, up to a maximum of four years. Previous relevant management experience is desired.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver’s license.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor work environment.
 Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.
 Seeing to read a variety of materials.
 Sitting for extended periods of time.
 Hearing and speaking to exchange information.
 Physical agility to lift 20 lbs to shoulder height.
 Lifting, carrying, pushing or pulling moderately heavy objects.

Grade Allocation: 35	Accountability of time: Director of Dept/Division
Adopted: 7/1/04	Tasks assigned by: Director of Dept/Division
Revised:	Evaluated by: Director of Dept.Division
	Hiring authority: Director of Dept/Division