



PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 0271
Pay Grade: C09

FLSA: Exempt
Administrative

DIRECTOR, MEDIA, TEXT, AND DIGITAL LEARNING

REPORTS TO:

Associate Superintendent, Teaching and Learning Services

SUPERVISES:

Program Coordinator, Digital Learning
Program Coordinator, Library Media
Program Coordinator, Instructional Materials
Instructional Staff
Support Staff

QUALIFICATIONS:

Master's degree with certification in Administration and Supervision or Educational Leadership. Five (5) years related professional experience. Demonstrated organizational and communication skills. Must show evidence of working knowledge of the principles of quality management or commit to begin training in the area of quality management within the first six (6) months of employment.

PREFERRED:

Experience across various grade levels - elementary, middle, and high school. Demonstrated knowledge and expertise to facilitate development of complex data solutions and networking requirements. Demonstrated leadership in planning for and in utilizing technologies for academic instruction and data analysis. Certification in Library Media (K-12) or Technology Education or other related advanced degree.

MAJOR FUNCTION

The Director of Media, Text, and Digital Learning is responsible for the supervision of library media/technology, instructional materials, and digital learning in elementary, middle high schools, and in exceptional student and adult centers. This responsibility includes providing leadership, developing strategic plans aligned to customer requirements, deploying processes to support strategic goals, developing and managing human resources, and monitoring progress toward goal measures. It also includes evaluating results in order to provide quality library/media programs and services. Provides instructional materials for effective instruction, academic software applications to support data management and analysis, as well as digital learning options for students. The Director supports student achievement by providing leadership and collaboration that ensures access to and effective use of diverse information and multimedia resources, instructional materials, supported by academic solutions through district and school library media/technology programs. The position requires collaboration with district departments, area superintendents, principals, and teachers in using current technologies to manage information, resources, and both state-adopted and non-state-adopted instructional materials.

ESSENTIAL RESPONSIBILITIES

- Communicates, plans collaboratively, and develops partnerships with other district departments, school administrators, vendors, library information specialists, textbook coordinators and the community

DIRECTOR, MEDIA, TEXT, AND DIGITAL LEARNING

ESSENTIAL RESPONSIBILITIES (Continued)

- Coordinates department to consult with architects, principals, and library information specialists to administer the educational specifications for new construction/remodeling projects of library information centers, including furniture, shelving, network infrastructure, security system, and installation
- Recommends to principals, technology coordinators, and library information specialists the purchase of equipment to support audiovisual production, computer technology, local area network, and multimedia production, and digital learning materials
- Coordinates department to advise library information specialists on the selection and utilization of library materials, including print resources, audiovisual materials, computer software, and online services
- Promotes, reviews, and communicates progress toward division goals
- Manages data collection and reporting functions in library media/technology, academic computing, and digital learning; uses data in decision-making
- Represents department on cross-functional teams
- Serves as liaison with community groups, parents, colleges and universities, and other agencies
- Coordinates short- and long-term goal setting to support the District Strategic Plan, as well as the planning process and performance measures within the office, department, and division
- Communicates budget needs to the Teaching and Learning Services Leadership Team
- Monitors customer satisfaction and dissatisfaction results regarding products, services, and transactions
- Keeps abreast of the rapidly changing technological advances
- Coordinates the cataloging of print and non-print resources, application for the statewide union catalog, maintenance of the media resource library, and reinforcement of copyright law throughout the county
- Maintains an information system that supports the facilitation and monitoring of division goals and initiatives
- Interprets impact of state legislation and State Board rule on library media/technology, instructional materials, and digital learning
- Plans and coordinates professional development opportunities for department staff, administrators, library media/technology specialists, technology specialists, and teachers
- Coordinates the allocation of available resources to school library information centers to support district goals, including block grant and state allocation
- Interprets and monitors for schools the school board curriculum policy regarding library media/technology; provides policy input
- Establishes and oversees annual budgets from various funding allocations to support library media/technology, instructional materials, and digital learning
- Provides leadership in the formulation of goals and objectives for the textbook depository; plans, manages, and evaluates effectiveness of the department
- Supervises supporting staff performing textbook and other instructional materials related activities in the textbook depository
- Serves as liaison between the district and the Florida School Book Depository, state Department of Education, and publishers' representatives on all matters relating to textbooks and state-adopted related materials as well as non-state-adopted related materials
- Coordinates the supervision, development and implementation of textbook related procedures and the overall operation of the textbook depository
- Prepares the Annual Instructional Materials Budget for the district including school based allocations and other programs requiring instructional materials allocations
- Periodically reviews and provides guidance to schools and centers regarding the usage of instructional material allocations

DIRECTOR, MEDIA, TEXT, AND DIGITAL LEARNING

ESSENTIAL RESPONSIBILITIES (Continued)

- Ensures accurate records of deposits to and expenditures from the district textbook account
- Works with staff to evaluate all requisitions from schools in accordance with the “Recommended and County Approved Instructional Materials Program”, prepared by the instructional staff, verifying guidelines, limits on supplementary titles, prices, and extensions
- Coordinates the responsibility for the annual state-adopted instructional materials process
- Ensures that all provisions of the Florida Statutes and of the State Board of Educational Regulations, governing the “State Free Instructional Materials Program” are met and that local policies or procedures are not in conflict
- Participates in the legislative process as it relates to state-adopted instructional materials to seek adequate funding for instructional materials
- Maintains communication with Curriculum Specialists for planning purposes regarding adoption and other instructional materials needs
- Applies knowledge of Florida State Laws and Regulations, policies, and procedures pertaining to instructional materials
- Works closely with curriculum personnel to implement and evaluate academic computing initiatives
- Demonstrates initiative in identifying potential problems or opportunities for improvement
- Works in conjunction with region superintendents, principals, teachers, and curriculum leaders to provide each with effective data management tools to accurately analyze and use current information needed to make informed decisions
- Reviews and analyzes existing data solutions and facilitates revisions or new development of solutions to enable district users to effectively manage data and information
- Examines and analyzes existing schools’ learning challenges and facilitates the development of solutions utilizing instructional learning technology resources
- Directs the work of instructional technology and distance learning and their respective functions, ensuring that activities assigned are completed in the most competent, effective, and efficient manner
- Oversees all current and long-range instructional technology support budgets
- Assists schools and departments throughout the district in efforts to develop user technology skill proficiency to utilize technology to support operations while enhancing productivity and effectiveness
- Works in cooperation with all departments to effectively implement the district’s Technology Plan
- Utilizes appropriate strategies and problem-solving tools to make decisions concerning planning, utilization of funds, and delivery of services
- Performs other related duties as required

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 established by the District.

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

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 6/13 LM; BOARD APPROVED: 7/30/13; REVISED PREFERRED 8/13 LM; REVISED TITLE, MF; 10/11/16 CH; BOARD APPROVED: 10/25/16

DIRECTOR, MEDIA, TEXT, AND DIGITAL LEARNING

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds		X			
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds		X			
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time	X				
10. Standing up to two hours at a time	X				
11. Standing for more than two hours at a time	X				
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects	X				
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van			X		
27. Other physical, mental or visual ability required by the job	X				

Director, Media, Text, and Digital Learning – ADM