

MONTEREY COUNTY OFFICE OF EDUCATION

DIRECTOR/PRODUCER OF THE MEDIA CENTER FOR ART, EDUCATION AND TECHNOLOGY (MCAET)

CLASSIFICATION: Certificated Management
SALARY LEVEL: 80
WORK YEAR: 227

DEFINITION:

Under the direction of the Chief Technology and Operations Officer, the Director of MCAET is responsible for overall operations MCAET. This position will oversee the planning, execution and control of Media Center activities and programs, including content production, on-air and web-based programming, microwave radio communications, arts education, and tower and channel lease arrangement, as well as provide oversight of MCOE relations with the Regional Occupation Program (ROP) media production classes, workforce and Millennium charter school career technical education.

SUPERVISOR:

Chief Technology and Operations Officer (providing input for evaluations to be completed by Assistant Superintendent of Educational Services)

POSITION(S) SUPERVISED:

Classified staff assigned

QUALIFICATION REQUIREMENTS:

To perform a job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in the job description are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MAJOR DUTIES AND RESPONSIBILITIES: The following is a list of duties that is representative of the position that includes but is not limited to:

- Plan, organize, control and direct the operations of the Media Center for Arts Education and Technology (MCAET) programs and public computing centers
- Oversee the MCOE relationship with the Regional Occupation Program (ROP) media production classes, workforce and Millennium charter school career technical education and arts for the County
- Supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions
- Provide instructional assistance for students pursuing Arts, Media and Education (AME) career pathways
- Provide digital media support for creative, innovative collaborations and partnerships with local businesses, corporations, and other agencies

- Develop, produce and coordinate new scripts and programming for 24/7 educational programs on distribution channels; assure compliance with applicable FCC rules and regulations
- Produce and direct broadcast quality video productions including the planning, design scheduling, studio shooting, script writing, editing, and other post production tasks
- Collaborate with County and outside community agencies in researching and coordinating art resources for students
- Establish and maintain communication with various funding organizations, businesses, individuals, parents, government agencies and the community to assure the success of fundraising strategies; identify potential funding organizations and programs appropriate for funding
- Plan, implement, coordinate and perform fundraising and community awareness activities to increase the quality and size of the Media Center for Art, Education and Technology programs
- Oversee functions of the Media Center for Art, Education and Technology Foundation
- Maintains awareness of and ensures compliance with relevant State and Federal laws and regulations, Monterey County Office of Education Board Policies, Superintendent Policies and Administrative Regulations

OTHER DUTIES:

Performs other job-related duties as required

PHYSICAL AND MENTAL CHARACTERISTICS:

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use the telephone, business machines; vision sufficient to read printed materials; hearing sufficient to conduct in person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard in normal conversational distance, on the telephone and addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and to reach overhead; physical mobility sufficient to move about the work environment (office, district, school site-to-site), drive an automobile, and respond to emergency situations; physical strength sufficient to lift 40 pounds; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

REQUIRED QUALIFICATIONS:

Education and Experience:

- Bachelor's degree in digital media, arts, education or related field
- Six (6) years increasingly responsible experience in the administration of Career Technical Education, Media Centers or related experience
- Five (5) years teaching and administration experience in the visual and performing arts

Knowledge of:

- Digital media platforms, dramatic arts, career technical education and related programs
- Principles and practices of administration, supervision and training
- Laws, rules and regulations related to assigned activities including FCC
- Instructional methods and techniques
- Marketing, Sales and Public Relations practices, procedures, techniques and terminology
- Grant application and proposal preparation

- Federal and private funding sources
- Practices, procedures and techniques used in broadcasting, script and technical writing, sound editing, lighting, make-up, costuming and scene design
- Interpersonal skills using tact, patience and courtesy
- Functions, operations and maintenance of an instructional media center
- Operation of a computer, media equipment and assigned software

Skills and Abilities:

- Plan, organize, control and direct operations and activities of the Media Center, Career Technical Education and related programs
- Supervise and evaluate the performance of assigned staff
- Coordinate and direct promotional functions for TV and radio programming
- Communicate with personnel, school districts and outside agencies to exchange information and resolve issues and conflicts
- Coordinate and direct communications, resources and information to maintain financial support for Media Center and related programs
- Establish and maintain contact with existing and potential clients and funding sources
- Develop, produce and coordinate new scripts and programing and administer divergent programs
- Communicate effectively both orally and in writing
- Interpret, apply and explain rules, regulations, policies and procedures
- Establish and maintain cooperative and effective working relationships with others
- Operate a computer, media equipment and assigned software
- Analyze situations accurately and adopt an effective course of action
- Meet schedules and time lines
- Work independently with little direction
- Prepare comprehensive narrative and statistical reports including use and maintenance logs
- Direct the maintenance of a variety of reports, logs, records and files related to assigned activities
- Ability to improvise, innovate and work successfully with other creative people

Desirable Qualifications:

- California Administrative Services Credential
- California Career Technical Education or Secondary Teaching Credential

Licenses and Certifications:

- California Driver's License with evidence of insurability