

SENIOR INSTRUCTIONAL MEDIA SPECIALIST

DEFINITION

Coordinates and supervises the technical activities of a college instructional multi-media center and performs responsible technical work related to the preparation of instructional media materials and the operation, adjustment and maintenance of a variety of instructional media equipment and electronic media systems.

TYPICAL DUTIES

- Plans, supervises, and reviews the technical work of staff assigned to the instructional multi-media center.
- Provides technical assistance in the preparation and distribution of staff developed media materials including: providing information regarding use, availability, and cost of equipment and materials; recording, editing, synchronizing audio/video digital files; preparing of interactive media systems.
- Oversees and participates in the operation and adjustment of a variety of instructional media equipment such as video cameras, digital cameras, TVs, video and audio recorders, film and slide projectors, LCD projectors, overhead projectors, audio cassettes, and optical media/computer systems.
- Oversees and participates in the operation and maintenance of electronic media systems such as video post production systems and multi-media computer systems, and provides assistance to others in the use of those systems.
- Trains instructors, staff, and students in the proper use of various types of instructional media equipment and demonstrates the operation of such equipment.
- Purchases and orders materials and equipment for the instructional multi-media center.
- Oversees and participates in the maintenance of equipment and supply inventory.
- Oversees and participates in the routine and preventive maintenance and minor repairs of a wide variety of campus owned instructional media production equipment.
- Recommends equipment replacement as necessary.
- Oversees and participates in the duplication of instructional media materials such as audio and video recordings, optical media, and printed materials within copyright guidelines.
- Oversees and participates in the set up and operation of audio visual equipment for all campus events held on campus grounds.
- Participates in the installation of multi-media and related equipment.
- May prepare the budget for the instructional multi-media center and track and record expenditures.
- May provide technical expertise in the operation of electromechanical systems in a campus theater and/or campus center.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Senior Instructional Media Specialist** coordinates and supervises the technical activities of a college instructional multi-media center and performs responsible technical work related to the preparation of instructional media materials and the operation, adjustment, and maintenance of a variety of instructional media equipment and electronic media systems.

An **Instructional Media Specialist** operates, adjusts, and maintains, complex, instructional media equipment and electronic media systems in a college instructional multi-media center. Provides technical assistance as an integral member of the college media production team in the development, production, and distribution of instructional media programs.

An **Instructional Media Technician** operates, adjusts, maintains, receives, distributes, and issues instructional media equipment and provides technical assistance in the preparation of instructional media materials.

SUPERVISION

General supervision is received from an academic or classified supervisor. Supervision is exercised over lower-level technical and clerical staff.

CLASS QUALIFICATIONS

Knowledge of:

- Current trends in the field of instructional media technology
- Advanced principles of digital video and audio recording
- Principles of analog and digital editing systems
- Basic electronic and communications theory
- Photographic, video, audio, television, and optical media equipment such as compact disc, minidisc, DVD, and Blu-ray disc
- Capabilities of computer applications, hardware, and operating systems relating to multi-media systems
- Basic trademark and copyright law and fair use practices for education
- Computer software system for inventory record keeping
- Electronic media systems
- Preventive maintenance of various instructional media equipment
- Principles of management and organization
- Principles of budget preparation
- Principles of supervision and training
- Recordkeeping procedures

CLASS QUALIFICATIONS (Cont.)

Ability to:

- Plan and coordinate the technical services of an instructional multi-media center
- Operate and service a wide variety of photographic, video, audio, and television equipment
- Operate and service electronic media systems
- Operate video recording and editing devices
- Utilize multi media software
- Make minor repairs to instructional media equipment
- Work effectively and cooperatively with staff, administrators, instructors and students
- Demonstrate to instructors and students the operation of instructional media equipment
- Supervise and train others
- Communicate effectively in writing and orally
- Use computer software to maintain records, inventories, and data retrieval programs
- Learn the characteristics of new systems and equipment and update technical skills to adapt to changing technology
- Learn general and specialized software applications

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. An associate's degree or its equivalent from a recognized college or university with a specialization in instructional media technology, broadcasting, cinema, photography, or a closely related field **AND** four years of full-time paid experience in the technical preparation of a wide variety of media materials and the operation and maintenance of photographic, audio, video, and television equipment. Experience in a supervisory capacity is desirable.

OR

- B. A bachelor's degree from a recognized four-year college or university with a major in instructional media technology, broadcasting, cinema, photography, or related field **AND** two years of full-time paid experience in the technical preparation of a wide variety of media materials and the operation and maintenance of photographic, audio, video, and television equipment. Experience in a supervisory capacity is desirable.

OR

- C. Any equivalent combination of A. and B. above.