

SCHOOL DISTRICT OF OKEECHOBEE COUNTY

MEDIA SPECIALIST

JOB DESCRIPTION

QUALIFICATIONS:

- (1) Bachelor's degree from an accredited educational institution.
- (2) Valid Florida certification as Educational Media Specialist.
- (3) Three (3) years teaching experience preferred.
- (4) Must meet the No Child Left Behind Act regulations and requirements.
- (5) Satisfactory criminal background check and drug screening.
- (6) Ability to perform the essential functions of the position.

KNOWLEDGE, SKILLS AND ABILITIES:

Proficient in the use of computers, educational software, library management software and electronic information resources. Ability to read, interpret and follow State Board of Education rules, School Board policies and appropriate state and federal statutes. Ability to communicate orally and in writing. Ability to use skills necessary in curriculum design and alignment, planning, organizing and analyzing data, supervision, problem-solving and public relations. Ability to select, organize, administer and utilize instructional media, equipment and technology. Ability to integrate the resources and services of the library media program with the ongoing instructional program. Ability to assist students and school personnel in the effective use of media. Ability to use group dynamic skills in the context of cultural diversity. Knowledge of subject content, teaching theories, methods and practice, current research and trends. Knowledge of the unique needs, growth patterns and characteristics of students served. Ability to plan, establish priorities and implement activities for maximum effectiveness. Ability to handle multiple tasks simultaneously. Ability to maintain appropriate student supervision so that students have a safe and orderly environment. Ability to train and coordinate the work of library - media assistants and volunteers. Knowledge of Florida Educator Accomplished Practices and Teacher Competencies.

REPORTS TO:

Principal or designee

JOB GOAL

To ensure that students and staff are effective users of ideas and information by providing instruction to foster competence and by working with other educators to design learning strategies to meet the needs of individual students.

SUPERVISES:

N/A

MEDIA SPECIALIST (Continued)

PERFORMANCE RESPONSIBILITIES:

Planning/Preparation

- * (1) Identify, select or develop short- and long-range goals and objectives for the media program based on student, faculty and curriculum needs.
- * (2) Plan with teachers and instructional leaders for the integration of media/information skills into the school program.
- * (3) Develop schedules and organize resources to allow easy access to information and services.
- * (4) Review the School Improvement Plan and plan for the acquisition of materials to enhance learning consistent with the needs of students with diverse cultural and socio-economic backgrounds, learning styles and special needs.

Administrative/Management

- * (5) Develop and implement policies and procedures necessary for the efficient and effective operation of the media center.
- * (6) Organize all materials and equipment for easy accessibility by students and teachers.
- * (7) Administer the media center budget based on program goals and objectives.
- * (8) Maintain complete and accurate records as required by law, district policy and administrative regulations.
- * (9) Assign, instruct and coordinate the work of support staff and volunteers.
- * (10) Coordinate the selection and acquisition process for media resources and equipment.
- * (11) Provide for use of current technologies.
- * (12) Facilitate the use, maintenance, repair and inventory of all media center materials and equipment.
- * (13) Create an inviting atmosphere that encourages student, staff and parent use and interaction.

Assessment/Evaluation

- * (14) Solicit ongoing feedback from members of the school staff regarding the availability, use and impact of media materials.
- * (15) Establish a system of records which will provide an appropriate database for evaluating the use and distribution of the media collection and supporting materials and equipment.
- * (16) Assist with responsibilities for the school testing program.

Intervention/Direct Services

- * (17) Provide a well planned developmental program of instruction in the use of media.
- * (18) Teach library media skills in collaboration with teachers to support classroom instruction.
- * (19) Provide a well chosen collection of media at different levels of ability, maturity and interest.
- * (20) Instruct staff and students in the use of resources, services and equipment.
- * (21) Provide reference assistance.
- * (22) Produce the daily morning school news program as assigned.
- * (23) Use appropriate materials, technology and resources to help meet the learning needs of all students.
- * (24) Provide guidance in the selection, location, utilization and evaluation of materials to meet the individual needs and interests of students and teachers.

MEDIA SPECIALIST (Continued)

- *(25) Apply principles of learning and effective teaching in instructional delivery.
- *(26) Recognize overt indicators of student distress or abuse and take appropriate intervention, referral or reporting actions.

Technology

- *(27) Use appropriate technology in instructional delivery.
- *(28) Use technology to establish an atmosphere of active learning.
- *(29) Provide students with opportunities to use technology to gather and share information with others.
- *(30) Facilitate student access to the use of electronic resources.
- *(31) Explore and evaluate new technologies and their educational impact.
- *(32) Use technology to review student assessment data.
- *(33) Use technology for administrative tasks.

Collaboration

- *(34) Collaborate with teachers to support instructional goals and objectives.
- *(35) Participate in overall school curriculum planning and development.
- *(36) Serve on the school curriculum committee.
- *(37) Provide leadership in the integration of technology into all areas of the curriculum and instructional program.
- *(38) Implement an effective public relations program to promote reading and the use of media resources and programs.
- *(39) Maintain contact with other library, education and information agencies.

Staff Development

- *(40) Establish, maintain and promote a collection of current professional resources for administrators and teachers.
- *(41) Train faculty in the use of media resources, equipment, technology and the application of copyright laws and policies.
- *(42) Update professional skills and knowledge and keep abreast of recent developments in education, technology and media.
- *(43) Conduct a staff assessment periodically to determine professional growth needs.
- *(44) Participate in school data collection of teacher input on principal's performance assessment program.

Professional Responsibilities

- *(45) Act in a professional and ethical manner and adhere at all times to The Code of Ethics and Principles of Professional Conduct of the Education Profession in Florida.
- *(46) Complete all required reports and maintain all appropriate records.
- *(47) Set high standards and expectations for self, others and school.
- *(48) Support and participate in school improvement initiatives, services and programs.
- *(49) Contribute to the overall mission of the school by supporting school committees, programs and services.
- *(50) Provide appropriate educational opportunities to students for meeting their unique needs, talents, interests and abilities.
- *(51) Follow attendance, punctuality and other qualities of an appropriate work ethic.
- *(52) Ensure adherence to good safety measures.

MEDIA SPECIALIST (Continued)

Student Growth and Achievement

- * (53) Conduct a media services program in a manner which ensures that student growth and achievement are continuous and appropriate for age group, subject area, and/or student program classification.
- * (54) Establish and maintain a positive collaborative relationship with the students' families to increase student achievement.
Perform other tasks consistent with the goals and objectives of this position.

*Essential Performance Responsibilities

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

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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 those established by the district.

EVALUATION:

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

Board Approved: June 12, 2012