

# SANTA CLARA COUNTY OFFICE OF EDUCATION

## **CLASS TITLE: DIRECTOR I – DIGITAL DESIGN & MEDIA SERVICES**

### **BASIC FUNCTION:**

Under the direction of the Chief Technology Officer, direct the operations and activities of the Digital Design and Media Services Department (DDMS) including broadcast, television, video, internet streaming of digital content, video conferencing, media services, graphic design and print services; develop and recommend innovative technologies, policies, programs and services; supervise and evaluate the performance of assigned personnel.

### **REPRESENTATIVE DUTIES:**

#### **ESSENTIAL DUTIES:**

Direct the operations and activities of the DDMS Department including broadcast, television, video, internet streaming of digital content, video conferencing, media services, graphic design and print services; assist with the development and implementation of appropriate branch mission and vision, policies, initiatives, objectives and in-service sessions.

Interpret and administer applicable laws affecting television and broadcast services, software and video.

Oversee contracts and agencies subleasing space at transmitter sites; administer services contracts with schools, agencies and other industry personnel.

Develop, administer and monitor the Department budget; prepare and submit proposals for available grants; identify grant sources.

Direct and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; train employees in DDMS policies, procedures and activities.

Monitor and serve as liaison with outside agencies regarding contracts and use of the broadcast, video, design and print services; serve as liaison between the Office and colleges, universities, grant providers, private industry foundations and other local, regional and State public education agencies; assist in issues relating to the FCC; consult with school and district personnel to improve, advance and increase the breath, depth, scope and variety of creative and media services.

Formulate and administer programming procedures; approve programming decisions, broadcast rights and procedures; recommend fees, contract rates and service charges; approve acquisition of new and replacement equipment and supplies.

Attend and conduct a variety of meetings; represent the Office and provide interdepartmental support on matters related to creative services and digital media and other similar and related projects; lead teams for new technologies.

Operate a computer and assigned software programs; operate other office, audio-visual and

printing equipment as assigned; drive a vehicle to conduct work as assigned.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- Instructional and other technologies including digital design, broadcast, video and print media.
- Current innovations in various DDMS areas.
- Program building, operations, funding and maintenance.
- Financial and other statistical analysis techniques.
- Budget preparation and control.
- Oral and written communication skills.
- Principles and practices of administration, supervision and training.
- Applicable laws, codes, regulations, policies and procedures.
- Interpersonal skills using tact, patience and courtesy.
- Operation of a computer and assigned software.

**ABILITY TO:**

- Direct the operations and activities of the DDMS Department including broadcast, television, video, internet streaming of digital content, video conferencing, media services, graphic design and print services.
- Develop and recommend innovative technologies, policies, programs and services.
- Direct and evaluate the performance of assigned staff.
- 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 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.
- Prepare comprehensive narrative and statistical reports.
- Direct the maintenance of a variety of reports, records and files related to assigned activities.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in education, audio-visual, television or related field and five years of related experience.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

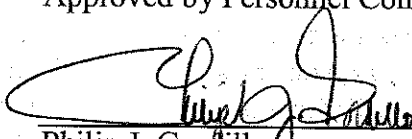
**ENVIRONMENT:**

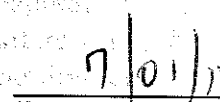
- Office environment.
- Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

- Hearing and speaking to exchange information.
- Dexterity of hands and fingers to operate assigned equipment.
- Seeing to read a variety of materials.
- Bending at the waist, kneeling or crouching.

Approved by Personnel Commission: June 23, 2011

  
 Philip J. Gordillo  
 Executive Director, Human Resources

  
 Date 7/01/11