

DIRECTOR, MULTIMEDIA AND INSTRUCTIONAL TECHNOLOGY

DEFINITION

Directs, plans, oversees, and manages the overall integration and support of multimedia, eLearning, graphic design, mass notification communication systems, and instructional technology projects.

TYPICAL DUTIES

- Directs and participates in the monitoring of evolving communication, multimedia, and learning and instructional technology systems.
- Directs the prioritization and phasing of projects and develops, reviews, and monitors standards for various projects involving multimedia, elearning, graphics solutions, instructional technology initiative, and notification communications projects.
- Directs, oversees, reviews, and participates in the analysis of issues relative to District notification communications, multimedia projects, elearning, graphic solutions, and instructional technology initiatives.
- Directs the analysis of the cost effectiveness, achievability, and operational efficiency of proposed acquisitions and purchases.
- Participates in the development and implementation of internal Division of Instruction and District policies, procedures, and planning.
- Represents the Division of Instruction before the Board of Education and Board Committee meetings and participates in the development of District plans for a wide variety of subjects.
- Confers with representatives of private firms, other governmental agencies, other divisions, legal counsel, and the public in regard to matters affecting the District.
- Directs and reviews management functions, including budget, resource management, staff development, employee evaluation, and discipline.
- Establishes and implements short and long-range goals, objectives, policies, and operating procedures; monitors and evaluates program effectiveness; and effects changes required for improvements.
- Directs and participates in highly sensitive and confidential research during District crises and emergency situations impacting students and employees.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Director, Multimedia and Instructional Technology directs and oversees the eLearning and Design Solutions, and Instructional Technology Initiative branches within the Division of Instruction.

The Director of School Information Management is responsible for planning, organizing, and directing the School Information Branch which is responsible for collecting and reporting school and student information for the purpose of meeting mandated State and federal requirements.

SUPERVISION

The Director, Multimedia and Instructional Technology general direction from the Chief Academic Officer. General supervision is exercised over management and other lower-level personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Instructional design methodologies
- Applicable IT software applications systems
- Lesson plan and coursework development
- Instructional technology initiatives
- Methods for assessing training effectiveness
- Principles of organization, personnel management, and progressive disciplinary procedures
- Project management methodologies
- Industry and government standards and compliance
- Multimedia methods

Ability to:

- Understand future technology trends
- Facilitate executive level meetings and make effective oral presentations
- Develop project schedules
- Work well under pressure with multiple priorities and short deadlines
- Speak clearly, concisely and effectively
- Prepare reports and write clearly, concisely, and convincingly
- Recognize, analyze, and deal effectively with problems and issues
- Prepare and manage budgets
- Explain technical terminology to nonexperts
- Give feedback and work direction
- Provide leadership and prioritize work
- Plan and coordinate various projects
- Analyze project needs and recommend appropriate technologies and instructional models to meet learning requirements
- Manage multiple concurrent projects

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably in public, or business administration, computer science, education, or a related field. A master's degree in education, business administration, computer science, or a related field is preferable.

Experience:

Six years of management experience in planning, coordinating and implementing programs in areas such as information technology, or instructional technology.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and the use of a motor vehicle, or the ability to utilize an alternative method of transportation.

SPECIAL NOTES

Employees in this class are subject to the reporting requirements of the District's Conflict of Interest Code.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
10-23-25
JAP