



JOB DESCRIPTION

EDUCATIONAL TECHNOLOGY, MEDIA and COMMUNICATIONS COORDINATOR

JOB SUMMARY

Under the general direction of the Assistant Superintendent of Educational Services, assists with the implementation, accountability, and monitoring of educational technology; supports Career Technical Education (CTE) learning pathways, and coordinates communications through the learning management system, multi-media, and social media platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist schools and departments with best practices on websites, social media, mobile applications, and other print and electronic communications.
- Research and assist in determining instructional apps, digital programs, and iPad set up for all student iPads.
- Manage and provide instruction to all teachers and staff on the learning management system (LMS).
- Design training/lessons and materials for Districtwide professional development.
- Assist in developing the Career Technical Education program.
- Support and monitor student use of digital tools to assist in ensuring student safety.
- Research new and innovative apps that can be brought into classrooms to enhance student learning.
- Develop and implement an integrated communications strategy that enhances the visibility of districtwide communications.
- Coordinate the production of broad audience communications to include but not limited to publications, social media, and website.
- Ensure consistent branding and messaging.
- Monitor publicity and conduct/review research or surveys as needed to understand concerns and expectations of stakeholders.
- Maintains district website.
- Support students and teachers in the use of film and digital media to provide innovation in education.

- Lead and mentor Film Guild mentors and teachers.
- Develop EUSD Film Guild Awards, highlighting student work, building world ready traits, and engaging students in career technical education opportunities.
- Research film festival and promotion opportunities and support/manage all festival entries.
- Lead the student STAR Tech program creating the instructional tools to prepare students for yearlong technical support opportunities at all school sites.
- Provide Onsite Educational Technology Assistance (OETA) throughout the district.
- Attend specialized training opportunities to learn how to use and train others to use new equipment or programs.
- Train and mentor support staff to assist with projects.
- Other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Current educational technology, software applications, and procedures and equipment
- Learning Management Systems (LMS)
- Film design and production
- Social media management, and web editing
- Modern project management techniques
- Media relations
- Marketing and branding trends
- Career Technical Education (CTE) Learning Pathways
- Public speaking, research methods, fact sources and technical presentation
- Designing surveys for various stakeholders
- Adult Learning Theory
- Methods used in compiling statistical reports
- District policies, rules, and regulations
- Data processing and keyboarding

Ability to:

- Formulate and implement effective communication strategies and technical information
- Communicate to a variety of audiences using print, film, and social media
- Research new technology and troubleshooting methods in this ever-changing field
- Develop project progress reports and/or recommendations for senior management
- Direct multiple projects simultaneously
- Prepare comprehensive narrative and statistical reports

- Perform a variety of complex technical tasks involving use of independent judgment, with accuracy and speed
- Establish and maintain effective working relationships with staff, administrators, vendors, and community members
- Be flexible, patient, and able to work under pressure
- Communicate effectively in both written and oral form
- Train and support students and staff
- Maintain cooperative working relationships
- Write effectively for varied audiences
- Work independently with little direction
- Proficiently operate computer and standard office equipment

EDUCATION AND EXPERIENCE:

- Bachelor's Degree from an accredited four-year institution (Communications Degree preferred)
- Minimum of two years of experience working with projects and activities related to public relations, marketing or journalism
- Master's Degree in Educational Technology (preferred)

LICENSES AND OTHER REQUIREMENTS:

- Teaching Credential
- Valid California driver's license

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to use hands and fingers, handle, or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; and stoop, kneel, crouch, or crawl.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Approved: June 5, 2018