

SCHOOL DISTRICT OF WAKULLA COUNTY

MEDIA SPECIALIST

JOB DESCRIPTION

QUALIFICATIONS:

- (1) Bachelor's degree from an accredited educational institution.
- (2) Certified by the State of Florida as an Educational Media Specialist.
- (3) Satisfactory criminal background check and drug screening.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of current research in regard to the effective operation of a modern media center. Ability to organize and operate a media center that is the information center for the school and a center for life-long learning. Ability to communicate well in both written and oral forms with students, peers, administrators, and others. Knowledge and skill in the use and care of audio-visual equipment and in the use and care of computers and other current technologies. Ability to select, organize, maintain and catalog a wide variety of print materials. Knowledge of and skill in the use of a variety of computer software. Ability to select appropriate types and levels of materials for instructional and recreational purposes. Ability to manage the budget for the Media Center as assigned. Ability to maintain appropriate student supervision so that students have a safe and orderly environment in which to learn.

REPORTS TO:

Principal

JOB GOAL

To facilitate the teaching-learning process by providing an environment in which a variety of media is effectively utilized in an atmosphere which promotes inquiry, creativity, self-direction and communication of information and ideas.

SUPERVISES:

N/A

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) Select library and other instructional support materials to enhance learning consistent with the needs of students with diverse cultural and socio-economic backgrounds, learning styles, and special needs.
- *(3) Use local, regional, state and national guidelines in planning for media collections and services.

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- * (4) Plan for the acquisition of materials and equipment which support the School Improvement Plan goals and which are necessary to support the media needs of students and staff.
- * (5) Coordinate student use of library media center during the school day with school policy and procedure.
- * (6) Participate in overall school curriculum planning and development.

Classroom Management

- * (7) Develop schedules and organize resources to allow easy access to information and services.
- * (8) Create an inviting, attractive, safe atmosphere conducive to learning.
- * (9) Provide an atmosphere conducive to individual inquiry, research, study, and relaxation.
- * (10) Establish and publicize standards for acceptable student behavior.
- * (11) Develop a system of records which will provide an appropriate database for evaluating the use and distribution of the media collection and supporting materials.
- * (12) Provide instruction on safety procedures and proper handling of materials and equipment.
- * (13) Manage student conduct in a positive manner.
- * (14) Promote student responsibility, appropriate social behavior, integrity, valuing of cultural diversity, and respect for self and others by role modeling and learning activities.
- * (15) Arrange the physical environment to facilitate access to resources and learning activities.
- * (16) Develop and implement policies and procedures necessary for the efficient and effective operation of the media center.
- * (17) Administer media center budget based on program goals and objectives.
- * (18) Maintain complete and accurate records as required by law, District policy, and administrative regulations.
- * (19) Coordinate the selection and acquisition process for media resources and equipment.
- * (20) Use accepted criteria and procedures for acquiring, retaining, and deleting materials in the media center.
- * (21) Provide for the use, maintenance, repair, and inventory of all media center materials and equipment.
- * (22) Provide for use of current technologies.
- * (23) Ensure accessibility to resources.

Assessment/Evaluation

- * (24) Identify and apply criteria appropriate for evaluating materials and equipment for varying student populations and needs.
- * (25) Evaluate the efficiency and effectiveness of the media program.
- * (26) Use evaluation results to improve media services.
- * (27) Assist with responsibilities for school testing program by proctoring and scheduling space and by handling all test materials in a confidential and secure manner.
- * (28) Solicit ongoing feedback from members of the school staff regarding the availability, use, and impact of media materials.

Direct Instruction

- * (29) Foster mutual respect between students and adults.
- * (30) Accept and value students from various cultures.

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- * (31) Communicate with students in a positive manner.
- * (32) Instruct, assign, and supervise support staff and volunteers.
- * (33) Encourage the use of on-line reference tools, the Internet, and computer sources.
- * (34) Develop an effective public relations program to promote media resources and programs.
- * (35) Comply with copyright laws and inform faculty and students of the laws and their application to educational institutions.
- * (36) Teach library media skills in collaboration with teachers to support classroom instruction.
- * (37) Use a variety of instructional strategies to address different learning styles and ability levels of students.
- * (38) Use a variety of instructional strategies appropriate for teaching students from diverse backgrounds and special needs.
- * (39) Provide instruction in use of resources, services, and equipment.
- * (40) Assist students and staff in the use and production of media.
- * (41) Provide reference assistance for students and faculty.
- * (42) Assist students and faculty in identifying, locating, and interpreting information and resources housed in the media center and outside the physical boundaries of the school.
- * (43) Demonstrate knowledge and understanding of a broad curriculum base.
- * (44) Apply principles of learning and effective teaching in instructional delivery.
- * (45) Use appropriate techniques and strategies to enhance the application of critical, creative, and evaluative thinking capabilities.
- * (46) Use appropriate materials, technology, and resources to help meet learning needs of all students.
- * (47) Recognize overt indicators of student distress or abuse and take appropriate intervention, referral, or reporting actions.

Technology

- * (48) Use technology resources effectively.
- * (49) Use appropriate technology in instructional delivery.
- * (50) Use technology to establish an atmosphere of active learning.
- * (51) Provide students with opportunities to use technology to gather and share information with others.
- * (52) Facilitate student access to the use of electronic resources.
- * (53) Explore and evaluate new technologies and their educational impact.
- * (54) Use technology to review student assessment data.
- * (55) Use technology for administrative tasks.
- * (56) Assist classroom teachers with the effective use of technology.

Collaboration

- * (57) Plan with teachers and instructional leaders to develop curriculum and integrate media/information skills into the school program.
- * (58) Participate in grade level, team, or department meetings as needed.
- * (59) Collaborate with teachers to support instructional goals and objectives.
- * (60) Assist teachers in selecting the best medium for instructional activities.
- * (61) Work with other faculty to identify creative uses of resources.

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- *(62) Maintain contact with other library, education, and information agencies.
- *(63) Establish and maintain a positive collaborative relationship with the students' families to increase student achievement.

Professional Learning

- *(64) Encourage and train faculty to incorporate library media resources into curriculum.
- *(65) Keep abreast of standards, guidelines, emerging practices, and innovations in library media programs and practices.
- *(66) Develop, maintain, and promote a collection of current professional resources for administrators and teachers.
- *(67) Provide faculty training on the use of media resources and equipment.
- *(68) Inform faculty and administration about policies and procedures for handling challenges to instructional and library materials.
- *(69) Update professional skills and knowledge and keep abreast of recent developments in education, technology, and media.
- *(70) Conduct a personal assessment periodically to determine professional growth needs.
- *(71) Participate in school data collection of input on principal's performance assessment program.

Professional Responsibilities

- *(72) Perform and fulfill professional responsibilities.
- *(73) Demonstrate attention to punctuality, attendance, records, and reports.
- *(74) Perform assigned duties.
- *(75) Maintain confidentiality of student and other professional information.
- *(76) Exercise appropriate professional judgment.
- *(77) Act in a professional and ethical manner and adhere at all times to The Code of Ethics and the Principles of Professional Conduct of the Education Profession in Florida.
- *(78) Support and participate in school improvement initiatives, services, and programs.
- *(79) Contribute to the overall mission of the school by supporting various school committees, programs, and services such as PTO/PTA, School Advisory Committee, text book selection, curriculum development, student activities, and accreditation.
- (80) Perform other incidental tasks consistent with the goals and objectives of this position.

Student Growth and Achievement

- *(81) Ensure that student growth and achievement are continuous and appropriate for age group, subject area, and/or student program classification.

*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.

Job Description Supplement No. 04

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

WCSB – Job Description: Rev 07/11

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Imp-Implemented
Rev. – Revised
Ret.-Inactive or replaced by a revision

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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.