

SCHOOL DISTRICT OF BRADFORD COUNTY
JOB DESCRIPTION
MEDIA SPECIALIST

QUALIFICATIONS:

1. Bachelor's Degree from an accredited educational institution.
2. Certified by the State of Florida as an Educational Media Specialist

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 audiovisual 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 hear and see at normal levels, physical ability to include walking, lifting and standing.

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:

Clerical Personnel and I or Assistants as assigned by the Principal

PERFORMANCE RESPONSIBILITIES:

1. *Provide a broad collection of media for different levels of maturity, ability and interest*
2. *Oversee the organization of materials and equipment for easy accessibility by students and teachers.*
3. *Provide instruction to students and faculty in regard to utilization of Media Center services and opportunities for learning.*
4. *Communicate clearly and effectively in both written and oral form with students, parents, and others,*
5. *Take all necessary and reasonable precautions to protect students, equipment, materials, and facilities.*
6. *Maintain an atmosphere conducive to learning.*

MEDIA SPECIALIST (Continued)

7. *Maintain accurate, complete, and correct records as required by law, District policy, and administrative regulations.*
8. *Assist in enforcement of school rules, administrative regulations, and Board policy.*
9. *Guide reference and research work of individuals, small and large groups.*
10. *Maintain inventory records of print and non-print materials and equipment.*
11. *Select and order materials and equipment within budgetary constraints and school and District policy.*
12. *Plan media center operations and maintenance.*
13. *Act as a resource person in providing ideas, and / or resource materials to be included as part of classroom units.*
14. *Establish written policies and procedures for the media center program.*
15. *Provide for on-going evaluation / modification of the media center program.*
16. *Supervise and effectively utilize the services of the library clerk.*
17. *Provide for security and accountability of media materials and equipment*
18. Promote the Media Center through an effective public relations program.
19. Perform other incidental tasks consistent with the goals and objectives of this position.

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.

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.

*Essential Performance Responsibilities are italicized

Job Description Supplement Code 5

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