



## Richmond County Schools

Dr. Joe Ferrell, Superintendent  
118 Vance Street, Hamlet, North Carolina 28345  
Phone: 910-582-5860

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### **POSITION:**

**DIGITAL MEDIA INSTRUCTOR**

### **REPORTS TO:**

Principal

### **JOB DESCRIPTION:**

The CTE Digital Media Instructor is responsible for delivering high-quality instruction in digital media, graphic design, and visual communication aligned with North Carolina's Trade and Industrial Education curriculum standards. This position prepares high school students for careers and post-secondary education in the digital media and printing industries through hands-on, project-based learning and industry-recognized certifications. The instructor will maintain an engaging classroom environment that fosters creativity, technical skill development, and career readiness.

### **QUALIFICATIONS:**

- High School Diploma or equivalent
- Bachelor's degree from an accredited institution

### **REQUIRED COURSES:** (18 Semester Hours from)

- Curriculum, Instructional Planning, and Assessments
- Instructional Methods
- Literacy/Reading Methods
- Meeting Special Learning Needs or Introduction to Exceptionalities or Diversity
- Classroom Management or Learning Theory or Learning Styles or Motivation or How Adolescents Learn
- Lab Management and Safety

### **REQUIRED CREDENTIALS:**

- All of the following required before expiration of initial license:
- Adobe Certified Associate (ACA)
- Adobe Photoshop
- ACA Adobe InDesign
- ACA Adobe Illustrator

### **REQUIRED INDUCTION FOR THE CTE RESTRICTED ROUTE:**

- NC DPI sponsored New Teacher Induction Program.

### **ESSENTIAL JOB FUNCTIONS:**

- Plan, develop, and deliver engaging instruction in digital media, including Adobe Photoshop, InDesign, and Illustrator
- Integrate Adobe Certified Associate (ACA) credential preparation into instruction and ensure students are prepared for certification exams
- Develop and implement lesson plans aligned with state standards and industry needs
- Teach students how to use professional design tools and industry-standard software in real-world applications
- Maintain and manage a digital media lab with emphasis on lab safety, organization, and equipment upkeep
- Assess and document student performance, project completion, and technical skill development
- Foster a collaborative and inclusive classroom environment that supports diverse learners
- Provide guidance and instruction in design principles, typography, branding, publishing, and multimedia communication
- Differentiate instruction to meet the needs of students with varying skill levels and learning styles
- Support career exploration and work-based learning opportunities in digital media and printing industries
- Participate in required professional development, including the NC DPI-sponsored New Teacher Induction Program

- Communicate regularly with parents, staff, and community partners to support student success
- Uphold and model ethical and professional standard in the use of media and technology

### **WORKING ENVIRONMENT:**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Work in this classification is considered light physical work requiring the exertion of up to 20 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects. Generally, the job requires sitting, walking, and standing. This job is performed in a generally clean and healthy environment.

**Employment will require extensive background check.**