

BEAUFORT COUNTY SCHOOLS JOB DESCRIPTION
JOB TITLE: DIRECTOR OF DIGITAL LEARNING & INNOVATION
Instructional Technology, AI Literacy, Digital Literacy, Media, STEM Integration



Position Overview

The Director of Digital Learning & Innovation serves as a district-wide leader and catalyst for transforming teaching and learning through the strategic integration of instructional technology, artificial intelligence, digital literacy, and innovative STEM practices. This position provides expert guidance, professional development, and hands-on coaching to educators at all levels, ensuring that digital tools and pedagogical strategies are implemented with fidelity, equity, and purpose.

The Director functions as the district's primary resource for AI literacy and support, guiding staff in the responsible and effective use of emerging technologies. Additionally, this role bridges the gap between K–12 education and higher education by cultivating strategic partnerships with colleges, universities, and community organizations to advance teacher preparation and digital teaching and learning initiatives.

Position Details

Classification	Certified
Department	Technology & Innovation
Reports To	Chief Technology Officer
Work Location	District Office / School Sites

Primary Responsibilities & Essential Functions

Instructional Technology Leadership

- Serve as the district’s primary consultant and subject matter expert for instructional technology tools, platforms, and practices.
- Evaluate, recommend, and support implementation of educational technology resources aligned to curriculum and instructional goals.

- Develop and facilitate targeted professional development for teachers, instructional coaches, and administrators on technology integration best practices.
- Provide classroom-embedded coaching and modeling to support educators in meaningfully integrating technology into daily instruction.
- Maintain current knowledge of emerging technologies, trends, and research in educational technology.

AI Literacy & AI Support Specialist

- Lead district-wide initiatives focused on building educator and student AI literacy, including responsible, ethical, and effective use of AI tools.
- Develop and deliver AI literacy curriculum frameworks, lesson resources, and professional development aligned to grade-level and content standards.
- Serve as the district's primary AI Support Specialist, providing guidance to staff on AI tools, policies, and integration strategies.
- Monitor and communicate updates on AI-related tools, district policies, and national/state guidance on AI use in education.
- Collaborate with district leadership to develop and refine AI use policies that prioritize student safety, data privacy, and equity.
- Support students and staff in critically evaluating AI-generated content and understanding the limitations and implications of AI technologies.

Digital Literacy Integration

- Design and implement a cohesive district digital literacy framework aligned to ISTE Standards, state standards, and 21st century learning competencies.
- Collaborate with curriculum and instruction teams to embed digital literacy skills across content areas and grade levels.
- Support teachers in designing learning experiences that develop students' abilities to access, evaluate, create, and communicate information digitally.
- Promote digital citizenship, online safety, and responsible technology use among students and staff.

STEM, Media & Curriculum Integration

- Collaborate with STEM coordinators, teachers, and building administrators to support and enhance STEM programming through technology integration.
- Support the development and implementation of project-based, inquiry-driven, and maker-centered learning experiences using digital tools.
- Assist media specialists and library/media programs in aligning resources with digital literacy and instructional goals.
- Partner with the Curriculum & Instruction department to ensure instructional technology is seamlessly woven into curriculum design, mapping, and unit development.
- Contribute to curriculum audits, reviews, and adoptions by providing expertise on the digital and technology components of instructional materials.

Community & Higher Education Partnerships

- Proactively identify, develop, and maintain strategic partnerships with colleges, universities, and teacher education programs to support digital teaching and learning preparation.
- Serve as a liaison between the district and higher education institutions to align clinical/student teacher experiences with the district's digital learning expectations.
- Collaborate with university faculty and teacher preparation programs to inform course design and field experiences related to instructional technology and digital pedagogy.
- Build and maintain relationships with community organizations, businesses, and non-profits to expand access to technology resources, mentorships, and real-world learning opportunities.
- Represent the district at regional, state, and national conferences and professional networks related to educational technology and digital learning.

Student Data Privacy & Security

- Serve as a district resource and advocate for student data privacy, ensuring all instructional technology tools and digital platforms comply with applicable federal and state laws, including FERPA, COPPA, and applicable state student privacy statutes.
- Review, evaluate, and support the vetting process for new edtech tools and applications to ensure alignment with district data privacy standards before adoption.
- Collaborate with administration to maintain and update data privacy policies and procedures related to instructional technology and AI tools.
- Develop and deliver professional development for staff on student data privacy rights, responsible data handling, and secure use of digital platforms and AI tools.
- Educate students and families on digital rights, data privacy, and safe online practices as part of the district's digital citizenship and literacy efforts.
- Monitor vendor agreements, data use agreements (DUAs), and terms of service for all district-approved digital tools to ensure ongoing compliance with student privacy protections.
- Maintain and update an inventory of approved digital tools and applications, including associated privacy agreements and renewal timelines.
- Support incident response procedures in the event of a data breach or privacy concern involving student information in a digital or AI-related context.
- Collaborate with and serve as the backup to the SIS coordinator, including Infinite Campus, Instructure, and ClassLink.
- Stay current on evolving state and federal legislation, regulatory guidance, and best practices related to student data privacy and edtech security.

Program Support & District Collaboration

- Maintain data on program participation, professional development impact, and technology usage to inform continuous improvement efforts.
- Assist in the writing and management of grants related to instructional technology, AI, digital literacy, and STEM initiatives.
- Collaborate with IT, data privacy, and district leadership to ensure technology tools meet accessibility, security, and equity standards.

- Support the creation and curation of digital resources, instructional materials, and job-embedded learning opportunities for staff.

Minimum Qualifications

Education

- Master's degree in Instructional Technology, Educational Technology, Curriculum & Instruction, Library Science, or a closely related field preferred.
- Bachelor's degree in Education or related field required; advanced coursework in instructional technology or digital learning strongly preferred.
- Valid state teaching license or appropriate educational certification required.

Experience

- Minimum of three (3) to five (5) years of successful K–12 classroom teaching experience.
- Demonstrated experience integrating technology into instruction in a PreK–12 school or district setting.
- Experience designing and delivering adult professional development or coaching related to instructional technology.
- Experience with AI tools and literacy initiatives in an educational context preferred.
- Experience with student data privacy compliance, edtech vetting, or data use agreement review preferred.
- Experience building partnerships with higher education, community organizations, or external stakeholders preferred.

Knowledge, Skills & Abilities

- Deep knowledge of current and emerging instructional technologies, AI tools, and digital learning platforms.
- Strong understanding of curriculum design principles, instructional best practices, and learning sciences.
- Demonstrated knowledge of digital literacy frameworks (e.g., ISTE Standards, Common Sense Digital Citizenship).
- Ability to communicate complex technology concepts clearly and accessibly to diverse audiences.

- Strong interpersonal, collaborative, and relationship-building skills with internal and external stakeholders.
- Excellent written and oral communication skills; ability to present professionally at conferences and community events.
- Self-directed, innovative, and able to manage multiple projects and priorities simultaneously.
- Commitment to equity, inclusion, and ensuring all students and educators have access to high-quality digital learning experiences.

Preferred Qualifications

- Certification or coursework in AI literacy, data privacy, or instructional coaching.
- Experience with grant writing and management related to technology or STEM initiatives.
- Demonstrated knowledge of and experience with student data privacy laws and regulations, including FERPA, COPPA, and applicable state statutes.
- Experience reviewing and negotiating data use agreements (DUAs) or vendor contracts for edtech tools.
- Active participation in professional organizations such as ISTE, NCTIES, CoSN, or similar.
- Experience serving as a cooperating teacher, university supervisor, or mentor to pre-service teachers.

Working Conditions & Physical Requirements

This position requires travel across school sites within the district and may include occasional travel to regional, state, or national conferences. The consultant will work in a variety of settings including offices, classrooms, and community spaces. Occasional evening and weekend commitments may be required for partnership events, conferences, or professional development sessions.

- Ability to sit, stand, and move between locations for extended periods.
- Ability to operate standard office and technology equipment.
- Must maintain a valid driver's license and reliable transportation.

Key Performance Indicators

Focus Area	Indicators of Success
AI Literacy & Support	Growth in staff AI literacy; number of educators trained; development of AI guidelines
Instructional Technology	Teacher technology integration rates; PD participation and satisfaction data
Digital Literacy	Alignment of digital literacy standards across curriculum; student skill benchmarks
STEM & Media Support	Number of STEM partnerships supported; media program alignment to digital literacy goals
Higher Ed Partnerships	Active MOUs or agreements with teacher ed programs; number of collaborative initiatives
Community Engagement	Number of community partnerships established; resources secured through grants or collaborations
Student Data Privacy	Percentage of tools with current DUAs; staff PD completion on data privacy; compliance audit outcomes