

JOB DESCRIPTION
San Diego County Office of Education

Senior Director, Media and Communication Services

Purpose Statement

The job of Senior Director, Media and Communication Services is done for the purpose/s of planning, organizing and directing the Media and Communications Services unit including but not limited to the the SDCOE E-Rate program, the Educational Broadband System (EBS), oversees ITV and the video production services unit including creative services and graphics communication services in accordance with Board policies and various regulatory agencies.

Essential Functions

- Administers the SDCOE E-Rate program and its supporting activities (e.g. development of connectivity and network hardware requirements, completion of required E-Rate forms and applications, representing SDCOE during audits, etc.) for the purpose of serving as E-Rate advisor to other San Diego County School Districts.
- Collaborates with internal and external personnel (e.g. USAC program's Integrity Assurance team, division representatives, etc.) for the purpose of implementing and/or maintaining services and programs.
- Coordinates the operation, scheduling and technical infrastructure of three of the County's regional centers (Joe Rindone Technology Center, North County Regional Education Center and South County Regional Center) for the purpose of assisting clients with technologies such as Webcasting, video conferencing, multimedia presentations and large venue productions.
- Facilitates meetings, workshops, seminars, etc. (e.g. EBS, E-Rate, public educational government television channel, actions involving outside agencies, etc.) for the purpose of identifying issues, developing recommendations, supporting other staff, and serving as a County representative.
- Manages budgets for Media and Communications Services (e.g. E-Rate Reimbursement, Graphics, PEG Fees, ITV Technology Project, Media and Communication Services, Tech Center Activities and personnel costs, etc.) for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.
- Manages a wide variety of programs and services recently designed, engineered and implemented (e.g. mobile radio system, video surveillance system, Webcast services, etc.) for the purpose of providing innovative services within established timeframes and in compliance with related requirements.
- Oversees all aspects of ITV Cable 16 and its high definition production services (e.g. video and sound editing, videography, still photography, creative content development, etc.) for the purpose of serving as the station General Manager and Director of Engineering.
- Oversees the SDCOE Educational Broadband System (EBS) and its components (e.g. excess capacity leasing, payment schedules, licenses protection, RF engineering expertise, etc.) for the purpose of acting as legal and technical advisor to other San Diego County EBS licensees.
- Performs the duty of content curation for the Continuity of Operations Plan (COOP) process for the purpose of facilitating individual plan and sub-plan development and maintenance for all divisions and programs.

- Performs administrative personnel functions (e.g. interviewing, evaluating, supervising, directing activities of staff, creating teams of technicians, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.
- Prepares a wide variety of often complex materials (e.g. plans, budgets, funding requests, reports, analyses, recommendations, procedures, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including using a variety of software applications; planning and managing projects; and preparing and maintaining accurate records.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: FCC rules and regulations; pertinent laws, codes, policies, and/or regulations; personnel processes; standard business practices; accounting, budget development and management; program planning and development; and concepts of radio frequency environments and equipment.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing a variety of complex processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data requires analysis based on organizational objectives; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups and individuals; meeting deadlines and schedules; setting priorities; working as part of a team; and working with detailed information/data.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing multiple departments; supervising the use of funds. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

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. Generally the job requires 60% sitting, 25% walking, and 15% standing. This job is performed in a generally clean and healthy environment.

Experience Job related experience within a specialized field is required.

Education Bachelors degree in job-related area.

Equivalency Bachelor's degree in business administration, finance, accounting, or public administration and at least five years of business management experience in a large diverse organization, including supervisory experience.

Required Testing

Certificates

FCC General Class Radiotelephone License
or Television Operator Certification

Continuing Educ./Training

Clearances

Maintains Certificates and/or Licenses

FLSA State: Exempt

Salary Range: Classified Management, Grade 53

Personnel Commission Approved: October 19, 2016