

MEDIA SPECIALIST

DEFINITION

Under professional direction, coordinate and supervise staff and a variety of library/media resource systems including computer programs; to plan, develop, organize and conduct a comprehensive media program for secondary level students; provide library information, assistance and guidance for staff/students; provide all students with an enriched library environment containing a wide variety and range of materials that will invite intellectual growth; aid all students in acquiring the skills needed to take full advantage of library/media resources; provide a diversity of professional curriculum and educational research services; and do other related functions as required. This position is directly responsible to the principal.

DISTINGUISHING CHARACTERISTICS

This position classification requires expertise commonly associated with the library/media program including teaching and instruction. Directly related teaching and instruction experience is required to perform problem analysis using prescribed principles, methods and concepts. The position classification performs decision analysis and makes decisions of considerable consequence, in determining the best selection and use of materials to aid students in the learning process. The functional role of this position classification requires the application and interpretation of data, facts, procedures and policies. The incumbents meet frequently with school administrators, teachers and other staff to communicate information, data and alternative problem solutions. This is a sedentary position classification that performs light work that involves sitting a portion of the time, but requires lifting, up to fifty (50) pounds, walking and standing for extended periods. This position requires accurate perceiving of sound, near and far vision, depth perception, handling and working with materials and objects and providing oral information.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

EXAMPLES OF DUTIES

- Conducts in-service and instructional activities, using educational equipment, materials, books and other learning aids.
- Individualizes and adapts educational processes and procedures to enhance student educational opportunities.
- Maintains appropriate stands of student behavior, using behavioral management strategies and techniques, including positive reinforcement and behavior shaping procedures.

MEDIA SPECIALIST (Continued) Page 2

- Plans, develops and makes available a variety of instructional materials and aids appropriate to the intellectual and instructional level of students from varied socio-economic and cultural backgrounds, and who possess a range of mental and emotional maturity.
- Maintains an effective library/media environment through the proper control of heating, lighting and ventilation, and the utilization of exhibits, displays and independent study centers.
- Selects and requisitions appropriate educational supplies, materials, books, equipment and learning aids.
- Maintains a comprehensive and efficient system for cataloging all library/media materials and instructs staff and students on use of the system.
- Provides professional reference assistance for curriculum and a variety of educational research.
- Develops and implements procedures to insure maximum utilization of media materials and facilities.
- Assists teachers with curriculum development that is infused with the appropriate use of new and innovative technology.
- Participates in curriculum study and program development as a library/media resource person.
- Plans, coordinates, supervises and trains subordinate staff in various media areas including computer programs.
- Counsels with and gives reading guidance to students who have special reading problems or unusual intellectual interests.
- Instructs and assists students and teachers with on-line computer programs and services.
- Plans and implements the transition from library to an informational center.
- Sets up, instructs and assists with CD research and reference work stations.
- Assists students with multi-media presentations using scanning, digitizing, full motion video, etc.
- Supervises procedures relating to selection and ordering of library/media materials and textbooks.
- Conducts orientation and in-service training sessions for the benefit of teachers and students.
- Conducts periodic evaluation of media programs, services and materials to determine their adequacy.
- Prepares inventories and reports as required.
- Prepares and submits library/media budget proposals.
- Performs a variety of other duties, including curriculum and instructional development activities, student supervision and consultation activities.
- Participates actively in library and other educational and professional associations on the local, regional, state and national level.

QUALIFICATIONS

Knowledge of:

- Modern research and information retrieval, principles, practices and techniques including library/media organization, services, equipment and materials;
- Principles, theories, methods, techniques and strategies pertaining to library/media and instruction of secondary level students;
- Academic, social and behavioral characteristics of secondary level students;
- Educational curriculum and instructional goals and objectives, and educational trends and research findings pertaining to comprehensive secondary programming;
- Behavior management and behavior shaping strategies, techniques and methods and conflict resolution procedures;
- Socio-economic and cultural background differences of the school population;
- Computer programs relative to on-line library/media services.

Ability to:

- Organize and administer a diversified library/media collection and on-line computer programs and services;
- Plan, organize, develop and conduct a comprehensive library/media and instruction program for students at the secondary level;
- Provide appropriate and effective experiences for students from a wide range of socio-economic levels and cultural backgrounds;
- Provide a motivating and stimulating learning environment;
- Perform research and development activities pertaining to curriculum and instructional programs and innovative and creative pilot projects designed to enhance student educational opportunities and experiences;
- Communicate effectively both verbally and in writing;
- Organize and implement orientation and training programs for the benefit of staff and students;
- Work positively and effectively with other staff;
- Operate computers.

EXPERIENCE AND EDUCATION

Any combination of experience and training that would likely provide the required knowledge and skill is qualifying. A typical way to obtain the required knowledge and skill would be:

MEDIA SPECIALIST (Continued) Page 4

Experience: Successful completion of training at a recognized college or university, or two years of regular full time secondary level teaching experience.

Education: Possession of a baccalaureate or higher degree with emphasis in an academic major or minor in library/media or subject matter fields commonly taught in secondary grade levels.

OTHER REQUIREMENTS

Certification: Possession of a California credential authorizing service as a media specialist/librarian or qualify for a waiver

Salary: Appropriate placement on Media Specialist Salary Schedule.

Work Year: 200 days of service annually.