

EDUCATIONAL MEDIA PROGRAM SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of an Associate Dean, the incumbent of this position oversees, develops, plans, coordinates and monitors operational activities in the Media Service Office at Westchester Community College. Supervision is exercised over a small number of audio-visual and technical assistants. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Consults with administrators, faculty, staff and students on the availability and proper use of educational media, including: audio-visual, teleconferencing, educational television facilities and desktop technologies, that is most appropriate to meet the user's needs;

Coordinates the workflow of the office and follows through to ensure that all requests for educational media services are accommodated;

Advises and assists in the selection, installation, maintenance and operation of complex electronics equipment;

Works with administration, faculty and students in the design, development and evaluation of educational media facilities and programs, which includes but is not limited to: classroom presentations, lectures, concerts, plays, sporting events, etc.

Coordinates the work of the technical staff and provides assistance as needed;

Consults with departmental staff on the role of educational media and provides training in its technical use;

Identifies current and projected operational needs, prepares suggested budgets and allocations of resources, and evaluates achievements;

Maintains and operates educational television production facilities and cable tv facilities;

Coordinates the scheduling of educational teleconferences for on-campus and off-campus agencies;

Produces a variety of materials including brochures, flyers, exhibits, graphics, slide productions, videotapes, and other electronic media as requested;

Maintains records of operations and prepares special reports as required;

Keeps abreast of the latest developments in educational media;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, email and database software in performing work assignments;

May perform other incidental tasks, as needed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the various types of media, including graphics, audio-visual, television and electronic media, as they relate to the department's educational and informational programs; thorough knowledge of the operation and maintenance of audio-visual, television and electronic media; ability to coordinate and supervise the services provided by the department; ability to maintain satisfactory working relationships with faculty, staff and students; ability to design and develop educational materials using a broad spectrum of media; ability to communicate effectively both orally and in writing; ability to deal effectively with the public and representatives of the mass media; ability to use automated systems such as spreadsheets, word processing, calendar and database software; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential functions of the position; initiative; tact; sound judgment; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school diploma or equivalency and either: (a) seven years technical experience in educational media which must have included audio-visual, television, and desktop publishing; or (b) an Associate's Degree* in electronics or a related field and five years of experience as defined in (a); or (c) a Bachelor's Degree* in Electronics, Media Arts or a related field and three years of experience as defined in (a).

SUBSTITUTION: Satisfactory completion of 30 credits* towards a Master's Degree* in Media Arts or a related field may be substituted on a year for year basis for up to one year.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

NOTE: Experience strictly in computer information systems would not qualify as acceptable experience for this classification.