



ORANGE COUNTY SCHOOLS

POSITION DESCRIPTION

POSITION TITLE	Media Specialist
SCHOOL/DEPARTMENT	Assigned School
SALARY	Media Specialist Salary Schedule plus supplement
FLSA STATUS	Exempt
REPORTS TO	Principal
SUPERVISES	Media Assistant; Volunteers; Students
WORK WEEK SCHEDULE	Monday – Friday
WORK HOURS	40
NUMBER OF MONTHS PER YEAR	10

POSITION PURPOSE:

The Media Specialist is responsible for serving in four interrelated roles within the school: Leader, Teacher and Instructional Partner, Program Manager, and Information Specialist. In fulfilling these roles, the Media Specialist is responsible for working collaboratively with school administration and staff to develop a library program that supports the curriculum; provides instructional leadership for the teaching of literacy skills; develops and maintains a media center collection rich in both print and non-print materials; and manages the media center as a flexible, multi-task learning environment. Via methods including one-on-one consultation, staff development and relevant program planning through collaboration with other system Media Specialists and the Central Office, the Media Specialist provides quality media programs to the school and to the school district.

MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS, AND ABILITIES

- Extensive knowledge of library media terminology and appropriate uses of media and

- technology to enhance instruction and achievement
- Extensive knowledge and understanding of the concepts, principles, and methodologies of teaching and learning
- Knowledge of personnel and marketing terminology
- Considerable knowledge of the current literature, trends, methods and developments in the area of media and instructional technology
- Considerable knowledge of the principles of organization and administration
- General knowledge of the County and School Board policies, procedures and standards regarding primary and secondary education
- General knowledge of the ethical guidelines applicable to the position as outlined by professional organizations and/or federal, state and local laws, rules and regulations
- General knowledge of the North Carolina Standard Course of Study and Common Core
- Ability to custom-design instruction based upon student achievement data
- Ability to identify and evaluate new and emerging technologies
- Ability to use common audio-visual materials
- Ability to use common office machines and specific computer driven word processing, spreadsheet, Webpage construction, research and file maintenance programs
- Ability to maintain complete and accurate records and statistics and to develop meaningful reports from that information.
- Ability to develop budgets for program expansion and implementation
- Ability to effectively express ideas orally and in writing
- Ability to establish and maintain effective working relationships as necessitated by work assignments

EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's Degree from an accredited institution in Instructional Technology, Library Science or related area
- Experience in public school teaching and library media services
- Any combination of training and experience that provides the necessary knowledge, skills and abilities

CERTIFICATION AND LICENSE REQUIREMENTS

- Current Library and MLS Certification Grades K-12 or qualified to receive applicable certification
- Must possess a valid driver's license issued by the NC Department of Motor Vehicles

PREFERRED QUALIFICATIONS:

- Master's Degree from an accredited institution in Library Sciences, Instructional Technology, Public Administration or related field
- Five (5) to seven (7) years of experience serving as a Media Specialist/ Instructional Technology Resource in a public school or Central Office setting
- Five (5) to seven (7) years of experience as a public school teacher
- Certification 078 Media Supervisor

- Any combination of training and experience that provides the necessary knowledge, skills and abilities
- Spanish Speaking

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Assess learning and information needs of students and staff
2. Plan and work collaboratively with teachers
3. Instruct students and staff regarding the effective use of ideas and information
4. Incorporate information literacy into day-to-day instruction
5. Advocate and promote reading and lifelong learning
6. Lead in the school's use of instructional technology to enhance learning
7. Upgrade professional knowledge and skills on a continual basis
8. Work with the principal and school leadership team to provide flexible access to school library media center resources
9. Create and maintain an environment conducive to learning
10. Encourage the widest possible use of print and electronic resources and services – within the school library media center, throughout the school, and through remote access
11. Lead teachers, technology staff, and students in a collaborative process to select and evaluate resources that address curricular needs and learning goals of students and teachers preparing them for 21st century demands and skills
12. Keep accurate inventories of print, non-print, and technology materials and equipment
13. Work cooperatively with other libraries and agencies to share resources that enhance teaching and learning
14. Adhere to copyright as well as other laws and guidelines pertaining to the distribution and use of resources
15. Instruct students and teachers about copyright laws and guidelines to ensure compliance
16. Advocate for the principles of intellectual and academic freedom
17. Work with school staff to design and implement short- and long-range plans to ensure balance between teaching, instructional technology, collaboration, collection development, and program management
18. Evaluate the school library media program on a continual basis according to accepted
19. standards of quality
20. Organize school library media facilities and resources in a manner that supports the mission, goals, and objectives of the school and maximizes intellectual and physical access to resources.
21. Lead in the budgetary process of the school through the Media and Technology Advisory Committee to ensure equity of access to instructional materials
22. Lead the Media and Technology Advisory Committee in effective decision making to promote the school library media program
23. Interact effectively with students, staff, administration, and the general public to promote and expand the school library media program
24. Demonstrate professional integrity through ethical behavior
25. Prepare and submit accurate reports as required
26. Carry out assigned non-instructional duties and adhere to established laws, policies, rules, and regulations
27. Plan and work collaboratively with teachers and other instructional staff
28. Perform additional duties as assigned by the Principal

WORKING CONDITIONS	
PHYSICAL DEMANDS	Work is considered light physical work requiring the exertion of up to 20 pounds of force.
WORK ENVIRONMENT	Employees in this position are required to work in indoor and outdoor environments, and come into direct contact with OCS staff, students and the public.
ACKNOWLEDGEMENTS	
The following signatures acknowledge that the supervisor has verified the accuracy of the position description, has discussed position requirements with the employee, and has advised the employee of work performance expectations	
<i>Reviewed by: Employee's Signature</i>	<i>Date</i>
<i>Approval by: Supervisor's Signature</i>	<i>Date</i>
The completed and signed position description shall be maintained at the employee's work location, shall be reviewed with the employee by his or her immediate supervisor, should be revised as required, and shall serve as the basis for all required evaluations.	

DISCLAIMER: *The above statements are intended to describe the general purpose and responsibilities assigned to this position. They are not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and skills that may be required of the employees assigned to this position. This description may be revised by the supervisor, with HR review and approval, any time.*