

LOS ANGELES UNIFIED SCHOOL DISTRICT
Human Resources Division

Class Description
DIRECTOR, INSTRUCTIONAL TELEVISION SERVICES

A. Job Purpose

Directs the planning, organization, coordination, and implementation of instructional digital multimedia services, activities, policies, and programming at KLCS-TV/DT, Channel 58; serves as the liaison between KLCS and LAUSD Instructional Support Services, Local Districts, and schools.

B. Responsible to

General Manager, KLCS-TV/DT

C. Subordinates

Certificated personnel as assigned
Classified personnel as assigned

D. Functions

Essential Functions

1. Directs and coordinates the curricular uses of instructional content, digital technology, and integration of media through KLCS-TV/DT program activities, publications and professional development.
2. Plans major instructional strategies and objectives for the use of KLCS-TV/DT as a multi-channel delivery system for instructional, curricular, and professional development programming.
3. Supervises the evaluation and selection of instructional television programming and teleconferences for KLCS-TV/DT.
4. Directs the consultative, advisory, and technical services and information provided to schools, other District offices, and parents on the utilization of instructional television and technology in the classroom.
5. Directs the publication of resource lists, newsletters, lessons, bibliographies, bulletins, and handouts.
6. Collaborates with appropriate instructional units in implementing resource-based teaching and learning.
7. Participates in the planning of instructional television productions and consults in the preparation and final review of program manuscripts.
8. Schedules instructional television programming and teleconferences for KLCS-TV/DT.
9. Facilitates the planning for educational television programs and activities at the local, county, regional, state, and national levels.
10. Coordinates the Video in the Classroom (VIC)/Classroom Instructional Television Award (CITVA) awards process and ceremony.
11. Evaluates the performance of subordinate personnel.

Other Functions

1. During periods of critical personnel shortage or other emergency situation, shall temporarily perform any duties, as directed, within the authorization of any credentials held by the incumbent that are registered with the Office of the Los Angeles County Superintendent of Schools and that are a part of the class description requirements in effect at the time such duties are performed.
2. Performs other duties as assigned.

E. Qualifications Education

1. An earned master's degree or advanced degree of at least equivalent standard from an accredited college or university.
2. At least two semester units of specific and two semester units of general course work in multicultural education or equivalent study.
3. At least two semester units each (six semester units total), or the equivalent, of coursework in culture, language, and methodology to meet the requirements of the District's Master Plan for English Learners.

For additional information on Master Plan requirements, refer to the current policy bulletin on "Culture, Language, and Methodology Requirements for Administrators."

Experience

At least eight school years of successful full-time public school certificated service, no fewer than two years of which must have been in a management position(s).

NOTE: For definitions of years of service, refer to Policy Guide E23.

Knowledge, Skills, Abilities and Personal Characteristics

1. Knowledge of pre-K-adult state/District curriculum and District instructional objectives.
2. Knowledge of curriculum development and professional development principles and effective practices.
3. Knowledge of the use of instructional television to implement curriculum, resource-based learning, and professional development.
4. Knowledge of current trends, literature, and research in the field of instructional television, video technology, and computer technology.
5. Ability to evaluate and select educational television programs.
6. Knowledge of educational television materials available through commercial or professional libraries.
7. Ability to work effectively with all racial, ethnic, language, and socio-economic groups.
8. Leadership skills in the facilitation of group processes.
9. Knowledge of District policies and procedures, goals and objectives, and organizational structure and functions.
10. Ability to plan, organize, prioritize, and manage time for self and others.
11. Ability to communicate effectively with students, parents, peers, other District personnel, and community representatives.
12. Ability to make formal presentations.
13. Ability to compose and comprehend written communication.
14. Ability to observe subordinates' activities.
15. Ability to travel to other sites/locations.
16. Ability to cope with a high volume of work.
17. Ability to cope with multiple tasks.

18. Sufficient auditory and visual acuity to evaluate, plan and review audio-visual instructional materials, instructional television programming and productions, teleconferences, and related technology.

Health

Physical and mental fitness to engage in management service as certified by a licensed physician and surgeon or medical officer pursuant to Education Code Section 44839 and evidence of freedom from active tuberculosis pursuant to Education Code Section 49406.

Credentials

Required

One of the following California credentials or credential combinations authorizing K-12 service must be in force and on file in the Office of the Los Angeles Count Superintendent of Schools:

1. Service Credential with a specialization in administrative services
2. Standard or General Administration Credential
3. General Supervision Credential
4. The Supervision or Standard Supervision Credential and the appropriate basic credentials(s) authorizing service in the area of this class description
5. One elementary and one secondary level credential from among the following:
 - a. Elementary School Administration or Supervision Credential
 - b. Secondary School Administration or Supervision Credential

NOTE: This is a Master Salary (G) Table class.