



Title:	Media Specialist
Reports to:	Administrator for Media
Terms of Employment:	10 months
Salary:	State Salary Schedule plus local supplement

Qualifications: Media Coordinator License

Supervises: Media Assistants

Essential Job Functions:

1. Planning and implementing for teaching and learning
 - Assesses learning and information needs of students and staff
 - Plans and works collaboratively with teachers
 - Instructs students and staff in the effective use of ideas and information
 - Incorporates information literacy into day-to-day instruction
 - Advocates and promotes reading and lifelong learning
 - Leads in the school's use of instructional technology to enhance learning
 - Upgrades professional knowledge and skills on a continual basis
2. Planning and implementing for information access, evaluation and use
 - Works with the principal and school leadership team to provide flexible access to school library media center resources
 - Creates and maintains an environment conducive to learning
 - Encourages the widest possible use of print and electronic resources and services--within the school library media center, throughout the school, and through remote access
 - Leads 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 in the information age
 - Keeps accurate inventories of print, non print, and technology materials and equipment
 - Works cooperatively with other libraries and agencies to share resources that enhance teaching and learning
 - Implements an ongoing collection development and evaluation process, in collaboration with the Media and Technology Advisory Committee, that focuses on a variety of formats and resources to meet diverse learning needs.
Adheres to copyright as well as other laws and guidelines pertaining to the distribution and use of resources
 - Advocates the principles of intellectual freedom and ethical behavior
3. Planning and implementing for program administration
 - Works with school staff to design and implement short- and long-range plans to ensure balance among teaching, instructional technology, collaboration, collection development, and program management
 - Evaluates the school library media program on a continual basis according to accepted standards of quality
 - Organizes 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
 - Leads in the budgetary process of the school through the Media and Technology Advisory Committee to ensure equity of access to instructional materials
 - Leads the Media and Technology Advisory Committee in effective decision making to promote the school library media program

- Interacts effectively with students, staff, administration, and the general public to promote and expand the school library media program
- Demonstrates professional integrity through ethical behavior
- Prepares and submits accurate reports as required
- Carries out assigned non-instructional duties and adheres to established laws, policies, rules, and regulations
- Performs other duties and responsibilities as assigned by supervisor



Media Physical and Cognitive Requirements

The major physical and cognitive requirements listed below are applicable to the **Media Specialist** job classification within Scotland County Schools.

Work in this classification is considered **light physical work** requiring the exertion of up to 20 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.

Must be able to:

- physically operate a variety of equipment including computers, copiers, microfiche readers, filmstrip projectors, VCRs, compact discs, etc.
- compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data or people
- speak and/or signal people to convey or exchange information. Includes receiving instructions, assignments and/or directions from superiors
- read a variety of correspondence, reports, forms, journals, books, etc.
- prepare correspondence, reports, forms, records, presentations, etc., using prescribed format
- apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form
- record and deliver information, to explain procedures, to follow oral and written instructions and communicate effectively and efficiently in standard English
- utilize mathematical formulas; to add and subtract; multiply and divide; and to determine percentages and decimals
- inspect items for proper length, width and shape
- coordinate hands and eyes rapidly and accurately in using automated office equipment
- handle a variety of items, office equipment, control knobs, switches, etc. and have minimal levels of eye/hand/foot coordination
- differentiate between colors and shades of color
- deal with people beyond giving and receiving instructions
- perform under stress and when confronted with persons acting under stress
- talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear and communicate via telephone
- demonstrate considerable knowledge of the daily operations of a library media program
- demonstrate considerable knowledge of online catalog and print and electronic reference resources
- demonstrate considerable knowledge of the circulation process for library media resources
- demonstrate considerable knowledge of procedures and regulations for users of the library media program
- demonstrate general knowledge of how to operate media production equipment, general office machines, and personal computer
- demonstrate general knowledge of common spreadsheet, word processing, and database programs
- demonstrate some knowledge of repair and maintenance of print and non print materials
- maintain complete and accurate records and to develop reports from those records
- understand and follow oral and written instructions
- perform the physical labor required of the position