Director, Instructional Media

Job Code 50029077

General Description
Responsible for overseeing the teams in charge of promoting student success through the provisioning of strategic, goal focused, creative media solutions that enhance teaching, learning and scholarly work within the university community.

Examples of Duties
Work with AVP and direct reports to set the overall strategy, vision and trends in media.
Sponsor, lead, and facilitate projects, programs and initiatives.
Allocate resources and initiate effective action that is both timely and adaptable to changing circumstances.
Develop clear and effective documentation of project activities for communication with users, sponsors, process owners, etc.
Create professional presentations for groups at the university or for conferences.
Engage the teaching and learning community in the products and services that ITS produces.
Develop metrics for reporting, collect relevant data and metrics, and produce reports, documents, project proposals and budgets.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: publishing and other related software; digital photography and video production; digital media online distribution; design, copy, and web best practices/guidelines; photography, typography and printing techniques; brand development and multichannel marketing concepts; project/process management; budget management and operational requirements; university structure and policies; trends and practices on higher education.

Skill in: supervising professional personnel; problem-solving and decision-making; project management; analyzing processes and procedures; development of marketing/communications.

Ability to: demonstrate creativity in design of marketing, public relations, or educational programs; coach staff, manage, and develop high-performance teams; work effectively in collaboration with diverse groups of people; self-direct.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements

Reviewed 5/17