GORDON COLLEGE

Position Description

Title: Director of Media Services

Function: Under the direction of the Associate Vice President for Technology & Operations, the Director of Media Services is responsible for overseeing the day-to-day operations of the Media Services Division of the Center for Technology Services (CTS). This includes oversight of all areas of classroom and campus audio, video, and recording technology systems as well as staffing for live event production on campus. The Director of Media Services supervises the other Media Support Specialists and serves as a member of the CTS Leadership Team along with the Director for Client Services and the Director of Network & Information Systems.

Description of Duties and Tasks:

Essential Responsibilities:

1. Management
   a. Hires, supervises and evaluates the Media Support Specialists.
   b. Regularly meets with media team to plan out upcoming events, staffing and production
   c. Influences and supports faculty and instructional staff in developing new and innovative ways to actively engage students in the learning process with various multimedia technologies
   d. Develops and maintains an ongoing strategic plan for campus multimedia technology.
   e. Manages annual budget for installation and support of all multimedia needs at Gordon College.
   f. Manages multimedia installs in new building projects.
   g. Manages $1.5 million dollars of active equipment assets including classroom technology as well as AJ Chapel audio, video, and lighting systems.
   h. Develops long-range strategies to provide systematic upgrades of equipment and plans for implementing new media technologies.
   i. Oversees student employees working for the division of Media Services in CTS.
   j. Supervises outside multimedia vendors as they provide support services to the College

2. Systems Design Services
   a. Develops a standard for classroom media applications that meets the teaching and learning needs of faculty and students. In collaboration with the Center for Teaching Excellence and various faculty representatives, modifies the standard as technology and pedagogical needs change.
   b. Maintains relationships with multiple off campus vendors and develops new relationships with vendors to obtain competitive quotes for all classroom installations or upgrades.
   c. Conducts a cost/benefit analysis of all new and retrofit installations of campus technology. Completes installations in-house when cost/benefit analysis shows
College mission will be best advanced by completing installations using College staff.

d. Provides communication with faculty relating to classroom multimedia design and ensures that media needs are met in all classrooms and meeting rooms.

e. Develops policies and procedures concerning the use of audio and video technologies with College Communications, Design Services, and Student Life.

f. Participate in the overall College strategic planning initiative. Evaluate multiple options for using technology successfully and cost efficiently in all campus spaces.

3. **Campus Instructional Support**

   a. Works to develop a program to instruct faculty, staff, and student employees on presentation technology best practices and systems troubleshooting.

   b. Ensures proper documentation relating to the operation of all media equipment is present and kept current in all classrooms and media rooms as well as ensuring it is posted on the web.

   c. Provides training for students, faculty, and staff in the proper operation of classroom multimedia equipment.

4. **Knowledge of Campus Media Equipment:**

   a. Maintains relationships with manufacturers and vendors of media materials and equipment; stays abreast of new developments and trends and the comparative strengths and weaknesses of the various media systems and equipment units.

   b. Attends annual training workshops, conferences, and completes specific manufacturer training courses. Achieves and maintains advanced professional certifications demonstrating aptitude in Crestron and Extron control systems programming.

   c. Oversees the provision of proper setup and operation of media equipment with the assistance of student employees, as necessary, ensuring faculty have the media equipment they need for their classes.

   d. Maintains equipment in working order through regular supervised maintenance and/or working with outside vendors who have expertise in such maintenance. Devises and implements strategies to ensure against damage and theft of instructional and production equipment. Develops systems to track problems and repairs to media equipment and provides documented maintenance schedules.

5. **Campus Events**

   a. Ensures that there is adequate staffing for all major events requiring media equipment and/or support and those individuals and/or groups using media equipment are adequately instructed and fully supported in the use of all media equipment before, during and after each event.

   b. Works as a liaison between CTS and other campus departments and groups (including GCSA and CEC) in ensuring resources and staffing are adequate for all planned events, assists these departments in planning for equipment acquisition, maintenance, and upgrades as necessary.

**Required Knowledge, Skills and Abilities**

In order to fully perform the above functions, the incumbent must possess the following
knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.

2. 5+ years of experience in media technology management or related field with an associated bachelor’s or higher degree; InfoComm CTS-Design Certification preferred.

3. Experience with strategic planning, project management, policy writing and technology budgeting.

4. Excellent leadership, organizational skills, team-building and communication skills, with the ability to work collaboratively with faculty, staff, students and administration in understanding and supporting the multimedia needs of the campus constituents.

5. Commitment to staying abreast of leading edge multimedia trends and policies as they relate to multimedia in Higher Education and to take the lead in incorporating new relevant media technologies into the College.

6. Ability to manage small and large scale multimedia installation projects from design to implementation including researching equipment, working with vendors, developing a budget and timeline and bringing the project to completion on time and on budget.

7. Ability to analyze, troubleshoot and problem solve media related issues.

8. Working knowledge of AV equipment including but not limited to sound and video systems, A/V mixers, lighting control systems, Crestron and Extron control systems, projection, streaming technology, etc.

9. Must have management and organizational ability along with personal rapport with faculty, staff and students, providing constructive and helpful service in media technology.

10. Must possess understanding of, and experience in, technology as it relates to the classroom and other learning environments.

11. Must be able to work well in a team environment.

12. Must be able to lift at least 50lbs and be comfortable working on ladders and scaffolding.