

KERN COUNTY SUPERINTENDENT OF SCHOOLS
APPROVED APRIL 2025
SALARY SCHEDULE: #21
CLASSIFIED ADMINISTRATIVE – OVERTIME EXEMPT
CODES: 2, 6, 8

SENIOR DIRECTOR - MEDIA SERVICES AND KETN

DEFINITION

Under general direction, oversee the Kern Educational Television's daily operations, programming and production including, planning and supervising the delivery of instructional media resources for the office, local school districts and community partners, and overseeing the production of live broadcasts of public meetings.

EXAMPLES OF DUTIES

Oversee the management, coordination and planning for the production of programs and daily broadcasting operations for television;

provide leadership to school district administrators in the area of instructional media, educational television and media resources;

oversee the development and implementation of a comprehensive staff development program in the area of media services (video/television), as well as, use of digital media resources utilized in classroom and professional development settings;

coordinate media contracts and services agreements with districts, public and private sector agencies at the local, state and national levels;

oversee the maintenance of content and users within a media delivery system;

coordinate and develop media resources and programming;

develop, plan and coordinate assignments for television and video production;

coordinate activities of video production staff with other sections/departments, schools, and outside agencies;

plan and organize schedules and timelines to meet production deadlines;

oversee video production facilities, video production staff, media services staff and video production equipment for all events;

supervise, train, and evaluate assigned staff;

oversee and coordinate the activities of student interns and volunteers;

oversee the preparation, and management of department budget;

direct and conduct research of equipment needs pertinent to educational television production equipment replacement;

confer and communicate with outside contractors and vendors to purchase digital and television production equipment and services;

perform other tasks related to the position as assigned.

QUALIFICATIONS

Knowledge of:

All facets of digital media and live television production techniques and equipment;

fundamental principles of media;

current trends, innovations and practices in the area of instructional television and digital media services;

effective leadership methods;

problem solving techniques.

Ability to:

Structure, organize and systematize department activities with districts, etc;

budget, produce, direct, technically direct, light, shoot, edit and manage video and television productions;

successfully develop and lead the implementation of educational digital media;

prepare technical and /or statistical reports;

represent the office in local and statewide consortia and associations;

perform strong verbal, written, analytical and persuasive skills and interact effectively with all levels of employees, vendors/contractors, districts and outside agencies;

manage multiple projects with specific timelines and deadlines.

Experience:

A minimum of seven (7) years of experience in digital, television and/or video production management.

A minimum of (3) years supervising digital, television and/or video production staff.

Education:

Bachelor's degree from an accredited college or university in television/media or other major recognized in field.

Examples of assigned work areas:

Television studios and control rooms, remote van, classrooms, remote production sites including national and international sites, etc.

Conditions of employment:

Some positions may require proof of privately owned automobile insurance and possession of a valid California Motor Vehicle operator's license which must be maintained for the duration of the assignment.

Fingerprint clearance by both the Federal Bureau of Investigation and the California Department of Justice is a condition of appointment after all other required job conditions have been met.

Must present verification of completion of Child Abuse Mandated Reporter training or obtain verification within six (6) weeks of hire and annually thereafter, as required by the California Child Abuse and Neglect Reporting Act.

This position is overtime exempt and has a probationary period of one year.

CP:rn

4/3/2025

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Formerly Director I – Media Services and KETN 2024