

**TITLE:** Director of Instruction and Digital Media

**QUALIFICATIONS:**

1. Minimum of a Master's degree or higher in Instructional Leadership/Education Administration
2. Minimum of three years' successful classroom teaching experience
3. Experience with leading and coordinating digital media

**JOB GOALS:** To provide leadership and vision in the ongoing planning, implementation, development, direction, review, and evaluation of the district's digital media for learning, research, and evaluation of digital media impact on professional learning opportunities; to ensure that the district and schools educational objectives are aligned to state frameworks and to instructional practices that yield the highest standards of student achievement and instructional excellence.

**REPORTS TO:** Assistant Superintendent of Instruction

**PERFORMANCE RESPONSIBILITIES:**

1. Lead utilization, production, and curation of online resources and digital media to support teaching and learning needs of K-12 teachers to support research-based best practices for impacting student learning and achievement.
2. Work collaboratively with district administrators, principals, instructional partners, academic leaders, and teachers for the continuous development and implementation of the district curriculum, instruction, and technology integration plans—Develop a cadre of school and grade level leaders to sustain and advance implementation of the district implementation plans.
3. Design, redesign, develop, and maintain quality technology-mediated online professional learning (i.e. inverted/flipped, blended, hybrid, etc.) through planning and collaboration with district leaders, school administrators, and instructional teams.
4. Provide thought-leadership regarding instructional design, development, and delivery of cutting-edge solutions for using digital-media to support teaching and learning.
5. Lead development and implementation of e-learning strategies, initiatives, and best practices.
6. Continuously monitor evolving best practices with regard to instructional design, the use of multi-media, and online learning. Lead training and implementation of such practices when and where appropriate.
7. Establishes and implements guidelines and best practices for the design and development of scalable, multimedia rich learning solutions.
8. Coordinates with the Director of Instruction and Professional Learning and school administrators to assess needs and identify solutions.
9. Identify and assess ALSDE (Alabama State Department of Education) requirements, materials, and curriculum/instruction resources, disseminating these through informative and innovative learning solutions.

10. Continuously monitors and evaluates learning outcomes data in order to modify and improve effectiveness of programs and initiatives.
11. Collaborate with school instructional leaders to assess school specific needs for professional growth. Recommend opportunities for embedded professional learning and/or available online digital media resources for learning to address school specific needs.
12. Evaluates and establishes relationships with third-party entities to continuously support best practices and professional growth.
13. Provide continuous support to K-12 instructional leaders in giving insight, guidance, and direction on evolving digital resources, curriculum, and applications that support teaching and learning including the planning, introducing, and coordinating the use of such in the classroom.
14. Provide leadership and vision in the ongoing planning, implementation, development, direction, review, and evaluation of district education directives and their alignment to ALSDE frameworks and instructional practices that yield the highest standards for student achievement.
15. Support professional learning and development of teacher best practices in the area of classroom technology integration.
16. Plans, directs, facilitates, and supervises the design, development, and implementation of instructional materials and digital media.
17. Lead the production of digital media content to support district communications and public relations.
18. Produce and utilize digital media in a variety of ways to foster community relations and transparency.

**CONTRACT:** Twelve-month year; Director's Salary Schedule

**EVALUATION:** Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluation of Professional Personnel.

Florence City Schools

Approved by Board of Education 10-11-16