

**Job Title:** Manager of Media Services  
**Department:** Media Services  
**Supervisor:** Assistant Vice President for Technology  
**Date:** May 2005  
**Updated:** April 2008

**A. PURPOSE OF THE JOB:**

To direct the operations of the Media Services Department of Texas A&M University-Corpus Christi. Quality, availability, and response time of support are closely managed in a customer-oriented environment to ensure customer satisfaction.

**B. DUTIES:**

Under general supervision, manages a primary multimedia and technological support department that provides consulting, smart classroom design, and video conferencing services for the University. Also manages specified multimedia projects and on-going smart classroom support.

1. Major Duties:

- a. Provides professional, technical, and administrative skills and abilities in managing a campus-wide Media Services Department. Researches, plans and proposes implementation of educational technology as well as consults and advises the administration, faculty, and staff on educational technology purchases. Works under minimal supervision with broad latitude for initiative and independent judgment, and,
- b. Provides consultative and technical services to students, faculty, and staff on media techniques, materials, equipment, and facilities,
- c. Oversees the supervision of personnel, which includes work allocation, training, and problem resolution,
- d. Evaluates performance and makes recommendations for personnel actions, motivates employees to achieve peak productivity, and performance,

- e. Schedules, provides advance planning, setup, and coordination of personnel and equipment for classes, meetings, projects, and events on and off campus,
  - f. Designs and prepares specifications, reviews bids, tests equipment, coordinates with faculty and administration, and recommends final vendor for acquiring resources for enhancing teaching and learning through the use of multimedia,
  - g. Tracks, monitors, reviews, and documents vendor's performance and adherence to contract specifications,
  - h. Tracks and coordinates assignments for all equipment work orders and provides detailed work records detailing history of tests, performance problems, and repairs,
  - i. Analyzes, prepares, submits, and manages yearly budget, and
  - j. Manages and coordinates maintenance of multimedia facilities and smart classrooms.
2. Occasional and subordinate duties: The incumbent is required to perform various operational duties such as:
- a. Identifying, evaluating, and recommending emerging educational technologies, equipment, software, and supplies,
  - b. Maintaining an adequate inventory of equipment and assuring functionality,
  - c. Tracking, analyzing, and compiling statistics detailing multimedia classroom support and equipment requests,
  - d. Performing yearly inventory for Media Services, and
  - e. Performing miscellaneous job-related duties as assigned.

**C. KNOWLEDGE AND SKILLS:**

- 1. Required education: a Bachelor's Degree from an accredited institution with major coursework or experience in educational technology, teacher

education, journalism, public relations, or communications. A Master's Degree is preferred with courses in curriculum, educational administration, or educational technology as well as two years minimum experience managing an audiovisual/multimedia department in an educational environment.

2. Skills required:

- a. Knowledge of typical smart classroom and audiovisual equipment,
- b. Ability to effectively communicate and interact with faculty, staff, cooperative agencies, and off-campus organizations,
- c. Knowledge of technical, multimedia and production principles, capabilities and techniques involved in operating and maintaining audio, video, multimedia, photography, videoconferencing, computer and related equipment, computer systems, and software,
- d. Ability to follow instructions, organize and execute complex schedules, work effectively as part of a team, communicate effectively, make decisions, establish and maintain effective relationship with those within and outside this department,
- e. Ability to thrive without close supervision, exercise independent judgment and confidentiality in completing tasks, and
- f. Ability to effectively manage resources and meet deadlines.

**D. FISCAL RESPONSIBILITY:**

The incumbent is responsible for designing, planning, implementation, and expending the Media Services budget.

**E. APPLICATION OF KNOWLEDGE AND SKILLS:**

The most resourceful duties are the researching, planning, designing, and implementation of smart classrooms to meet the increasing student population of the University. General duties include timely delivery and technical support of computer, presentation, and

audiovisual equipment for the faculty and administration. This includes on and off campus events.

**F. SUPERVISION:**

The incumbent oversees the Media Services budget and makes recommendations on personnel actions. This includes processing of purchases for the department through FAMIS. The incumbent also directly supervises seven full-time employees as well as indirect supervision of up to 20 student workers.

**G. EXTENT OF PUBLIC CONTACT:**

1. Within the University: daily contact occurs with student, faculty, and staff.
2. Occasional contact outside the University: includes vendors, factory representatives, and off-campus organizations.