

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT  
JOB DESCRIPTION**

**JOB TITLE:** Coordinator, Visual Media Production Services

**DATE PREPARED:** Fall 2009

**DATE REVISED:** Summer 2012; Summer 2013; Fall 2013; Fall 2016

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**GENERAL SUMMARY:**

Responsible for planning, coordinating and managing the visual audio and multimedia production services for distance learning of the college. Provides a full range of visual and audio instructional resources to faculty, staff, and special events on campus. Develops and enhances digital instructional materials to augment instructional delivery

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

- Plans, coordinates and manages the daily operations of the distance learning, visual, audio and multimedia production service area.
- Evaluates, selects and recommends equipment and materials utilized for the production and digital distribution of still and motion graphic media and audio.
- Coordinates maintenance and upgrade of all media production computer hardware and software with the College IT Division.
- Assists in budget development including the research and bid specification preparation for services, supplies, equipment and materials related to visual, audio, and multimedia production.
- Responsible for all phases of planning and creation of instructional media and still images.
- Assists faculty and staff in the selection, production and use of visual, audio and multimedia instructional materials.
- Assists in identifying, developing and evaluating new models of instructional services through review of current trends and developments.
- Collects and maintains statistical data needed in the evaluation of service usage.
- Serves as a liaison with the LeCroy Center and other locations, regarding media production services; serves as campus contact regarding digital media storage and delivery.
- Performs designated duties of the Director of Distance Learning in his/her absence.

**PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued**

- Trains staff in use of digital media distribution systems including applications for signage.
- Performs other related duties as assigned.

**REPORTING RELATIONSHIP:**

Varies to meet organizational needs.

**PHYSICAL EFFORT REQUIRED:**

Ability to lift and carry moderately heavy materials weighing up to 50 pounds.

**MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:**

Bachelor's degree or higher in education technology or related subject area plus four years of experience in instructional resources or instructional delivery systems **or** Associates degree plus six years of experience in instructional resources or instructional delivery systems. Must have one-year supervisory experience. Must demonstrate course work in audio visual production and general communications studies. Ability to utilize computer technology to access data, maintain records, strong technical skills and knowledge, generate reports and communicate with others. Proven written and oral communication skills to interact effectively with individuals from diverse backgrounds. The ability to provide quality customer service. Official transcripts will be required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*