UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Assistant Director, AV/Production Services

DIVISION: Academic Affairs (University Library)

REPORTS TO: Director, Audio Visual Center

GRADE: 11

SUPERVISES: Professional, technical and clerical support staff

BASIC FUNCTION:

Develop and implement policy relative to daily operations of the Production Services area. Prepare and coordinate Center activities as they relate to the delivery of creative services to the faculty and administrative units of the University.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist clientele in the definition of communication objectives and the application of learning principles in the design and development of media-based instructional materials, programs and courses.

Monitor production activities required to produce effective presentation media in the various forms of television, sound motion pictures, photography, graphic arts, electronic imaging and interactive media.

Articulate project requirements to production specialists and provide supervision in the translation of ideas into actions and products. Establish project timetables, track progress and insure the efficient integration of service areas.

Execute complex projects involving message-design, concept development, visualization, scripting, production and post-production activities, evaluation and revision.

Employ accurate record keeping methods which utilize electronic data processing to record and accumulate statistics and generate management reports.

Prepare and disseminate information about available services. Assist in integrating telecommunications into the core of the University. Write grant proposals and develop programs to meet the needs of clientele.
Manage cost effective operations through continuous evaluation of services and procedures for quality and efficiency.

Coordinate external support services, write specifications for hardware and supply purchases.

Facilitate instructional innovation through the integration of learning resources and media production capabilities. Research new trends in instructional strategies, the utilization of communications media and applications for emerging technologies.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Master’s degree with three to five years of administrative experience in a major instructional media facility required. The following are also required: excellent interpersonal skills, and written and oral communication skills; ability to organize, coordinate and supervise support staff; ability to interpret institutional policies, plans, objectives, rules and regulations and to communicate the interpretation to others.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.