JOB DESCRIPTION

Position Title: Educational Media Strategist

Reports To: Manger, Learning Technology and

Educational Media

Department : Teaching and Learning

Job Class : 16

Job Number : 767

Date Created : July 2019

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PRIMARY FUNCTION:

The Educational Media Strategist provides direct pedagogical and technical consultation, support, instruction and training to KPU educators and programs on how to present, structure and enhance student learning using educational media (video, audio, graphics, images, illustrations, digital and interactive media), classroom technologies (tablets, document cameras) and select institutionally-supported systems (e.g. Moodle, Mahara, Kaltura, VoiceThread) given their instructional goals. The position consults on appropriate uses of multimedia, where to find media resources and provides exemplars. The strategist also trains and supports educators in creating their own educational media, consults on learning activities that result in student artefacts depicting their learning and works with educators and programs on their strategy while keeping in mind policies and procedures (i.e. FIPPA, KPU) and the range of options at KPU (e.g. open education, experiential learning). Additionally, the incumbent provides technical expertise and leadership in support of KPU's video management systems (Kaltura), and learning/education systems (e.g. Moodle, Mahara, VoiceThread, WordPress, CanCred Badging) including planning, database and application administration and maintenance.

As a member of the learning technology team, s/he is also responsible for researching, maintaining currency, reporting on the use of educational media in teaching and learning and creating educational media for the department. Through consultations, materials and training, the incumbent communicates educational medial trends and best practices to educators. Collaborating with other Teaching and Learning Commons staff, within and beyond KPU, this position advances, supports and evaluates educational media use and development and related software applications and equipment for KPU. The incumbent reports to the Manager, Learning Technology and Educational Media.

JOB DUTIES AND TASKS:

Consults on educators' educational media goals and strategy: (training)
   a. Provides pedagogical and technical consultation and support to educators and programs. This includes consultation on selecting and/or creating educational media to present and structure student learning that is consistent with best practices in instructional design.
   b. Provides training to educators and other staff;
   c. Researches and maintains currency with evolving and emerging use of educational media.
   d. Prepares and maintains training documentation, instructional resources and exemplars.
   e. Designs, develops and delivers information, resources, education, training and support for faculty and instructors on the use, application and best practices of educational media.

Communication, outreach and partnerships and technology planning:
   a. In collaboration with other staff, researches and reports on existing classroom equipment, educational media software applications, equipment and best practices; evaluates instructional factors; and communicates emerging educational media trends, and best practices to educators.
   b. Makes informed recommendations about the future prospects of specific equipment and software.
   c. Collaborates with members of other units to support educators or programs to meet their goals (e.g. IT, open education, experiential learning, centre for students with disabilities, etc.)
   d. Leads or participates in select educational media-related projects (i.e. working groups, committees, pilots with academic departments and other service units) and teams.

e. Participates in the development of implementation plans in conjunction with all stakeholders for new technology introductions or updates.
f. Contributes to the ongoing evaluation process on the usage and effectiveness of institutional learning technologies and educational media development stations.

Identifies and document situations that require education technology solutions or process improvements:
a. Translates business processes into tech specifications.
b. Assists KPU's programs/departments in defining their Ed media requirements, analyze needs; plan, develop and implement solutions.
c. Supervises downtime and perform configuration, upgrades, maintenance and repairs on applications.
d. Monitors day to day system administration.
e. Analyzes and diagnose technical system problems to Kaltura.
f. Directs staff in logging, analyzing and resolving system problems
g. Implements new Ed technologies and develop support infrastructures, including standards and tools.
h. Maintains contact with technology/service providers to keep apprised of technological developments
i. Develops, test and implement new applications and enhancement to existing applications, according to design specifications.
j. Prepares and maintain appropriate system and user documentations
k. Provides ongoing application support, including problem resolution and emergency maintenance when required.
l. Participates in planning software maintenance releases:
m. contribute to the development of technical standards, guidelines and procedures.
n. Communicate with contractors as required.
o. Liaise with vendors and manufacturers to ensure satisfactory operation

Designs and Develops Educational media (& other applications):
a. Trains and supports multimedia production by faculty, students and staff.
b. Collaborate with other stakeholders to define needs and solutions for KPU's media needs (i.e. video portal) and their integration with existing systems, to coordinate services and maintain assets (i.e. Kaltura media repository) and on future technologies and equipment.
c. Designs and delivers workshops customized to faculty/department
d. Performs a variety of tasks related to web multimedia by contributing ideas for conceptual designs and approaches to content and artwork and collaborating with colleagues to solve technical and production problems.
e. Maintains currency in educational literature, trends and best practices in multimedia uses and principles in teaching and learning by reading online and print resources and through community networks; and also contributes to the teaching and learning community's knowledge-base and network in educational media use.
f. Produces media for the Office of the Vice Provost Teaching & Learning's department(s) such as creating infographics, video recording or photographing teaching and learning activities (e.g., events, presentations, classes)

Designs and develops applications:
a. Consult with and advise clients on their operational and information needs.
b. Design and develop appropriate computerized technical or procedural solutions to meet client needs.
c. Design, develop and document technical design specifications.
d. Develop, test and implement new applications and enhancement to existing applications, according to design specifications.
e. Prepare and maintain appropriate system and user documentation.
f. Train and assist users during the test and implementation phases of application development.
g. Provide ongoing application support, including problem resolution and emergency maintenance when required.

Oversee system administration and operations of all educational learning system at KPU.

a. Provide guidance and leadership to other staff on day-to-day system operations
b. Support for the Learning Technologies Systems Analyst throughout the SDLC
c. Provide input on system requirements and performance, and develop specific measures to increase the overall efficiency of these systems

d. Ensure data integrity by evaluating, implementing and managing appropriate software and hardware solutions.
e. Provide ongoing application support, including problem resolution and emergency maintenance.
f. Schedule downtime and perform configuration, upgrades, maintenance and repairs on system platforms.
g. Document, analyze and diagnose technical network problems.
h. Monitor the operation of system/network performance.
i. Resolve multi-platform hardware, software and network problems.
j. Participate in the development of policies and procedures for system operation.

Supervise support staff and manage projects:

a. Establish goals and objectives and determine priorities aligned with department goals.
b. Investigate and resolve escalated Service desk jobs.
c. Provide technical advice and recommendations for system/applications/products and services.
d. Provide training and direct other staff on new applications, systems, technology administration and
e. problem resolution.
f. Provide input to strategic direction for new and existing technologies, systems, and applications infrastructure.
g. Participate in joint project teams (i.e. Teaching & Learning web strategy)
h. Vendor management

SUPERVISION RECEIVED:

Reports to the Manager, Learning Technology and Educational Media.

SUPERVISION/DIRECTION EXERCISED:

1. Primarily self-directed to provide formal training, advice and guidance to staff and faculty.
2. Guides the work of new staff and project team members.
3. Supervises auxiliary staff, student assistants or co-op students, when applicable.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

1. Develop, enhance and maintain educational media systems critical to the operation of the University.
2. Handle confidential information in a responsible manner consistent with the Freedom of Information and Privacy Act and institutional policies.

FINANCIAL RESOURCES:

1. Participate in the preparation of cost estimates of software/hardware and resources in projects.
2. Provide input towards the purchase of software, equipment and training materials.
3. Sign for and verify receipt of purchases.
4. Valuates and recommends purchase of software, related documentation and training materials.
5. Performs cost benefit analysis in the selection of technology solution.

The above statement reflects the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. Master's degree in Education with training in instructional design, educational media, or a related field, and a minimum of three years of experience providing instructional consultation and support on educational media use and development, and teaching workshops or training; or an equivalent combination of education, training and experience.
    - Five years of progressive experience in application systems development and application and/or system administration with:
    - Working experience of Linux, Apache, MySQL and MySQL administration.
    - Familiarity with account management and directory services such as LDAP and Active Directory
    - Thorough understanding of web applications.
    - Working knowledge of software QA and testing.
    - Working experience with HTML and CSS

- Familiarity with good programming practices, PHP an asset.
- Working knowledge of relational databases and the use of related development and administration tools.
- Familiarity with open source initiatives.
- Knowledge of multimedia software, hardware, and processes an asset.
- Working knowledge of editing software such as adobe premier, Camtasia, final cur pro

2. Able to diagnose and resolve problems associated with media development equipment and software, classroom technologies and instructional uses and challenges with associated technologies.
3. Demonstrated ability to design, develop and deliver information, resources and training on educational media development and use.
4. Experience in the appropriate setup and use of media equipment, including, but not limited to, video recording, audio recording, video projection, and other related systems.
5. Ability to design and create original multimedia at an advanced level.
6. Excellent verbal and written communication skills, especially the ability to translate and explain technical information to non-technical audiences.
7. Demonstrated leadership and ability to contribute to work both independently and as a member of a positive productive dynamic team.
8. Demonstrated ability to develop and maintain respectful collegial, consultative and collaborative relationships.
9. Takes initiative, is proactive, resourceful, creative and solution-oriented, committed to continuous improvement and professional development and possesses analytical reasoning, planning, project management, and organizational skills.
10. Knowledge of instructional design, learning management systems, and related learning technologies such as ePortfolios, video platforms, mobile learning and social media.
11. Ability to prioritize projects, work quickly, accurately and thoroughly with attention to detail, in an environment of frequent interruptions and demanding timelines
12. Ability to arrange transportation to various campuses and off-campus locations and flexibility to adjust work hours as required. This position is based in Surrey with regular travel to and work at each campus.