

**POSITION DESCRIPTION**

**IMPORTANT: PLEASE READ ATTACHED INSTRUCTIONS**

DER-PERS-10 (Rev. 5-84)  
 State of Wisconsin  
 Department of Employment Relations  
 PD.DOT

1. Position No. <b>313530</b>	2. Cert/Reclass Request No.	3. Agency No. <b>225</b>
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4. NAME OF EMPLOYEE	5. DEPARTMENT, UNIT, WORK ADDRESS <b>Educational Communications Board</b>
6. CLASSIFICATION TITLE OF POSITION <b>Education Administration Director</b>	<b>3319 W. Beltline Hwy. Madison, WI 53713</b>
7. CLASS TITLE OPTION ( <i>To be filled out by Personnel Office</i> )	8. NAME AND CLASS OF FORMER INCUMBENT <b>Peggy Garties</b>
9. AGENCY WORKING TITLE OF POSITION <b>Executive Producer, Wisconsin Media Lab</b>	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR <b>Peggy Garties, Education Division Administrator/ Wisconsin Media Lab Director</b>	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM (DER-PERS-84)	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
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14. POSITION SUMMARY - PLEASE DESCRIBE BELOW THE MAJOR GOAL OF THIS POSITION:  
 The Executive Producer reports to the Wisconsin Media Lab Director (Education Division); supervises and coordinates activities of multimedia production unit staff. This position directs the development and production of K-12 instructional multimedia resources that are compatible with current technology and align with Wisconsin's academic standards and curricular needs.

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (*Please use sample format and instructions on attached sheet.*)

- GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance.
- WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal.
- TIME %: Include for goals and major worker activities.

TIME %	GOALS AND WORKER ACTIVITIES (Continue on attached sheets)
30%	<p><b>A. Manage unit staff and coordinate media production activities</b></p> <p>A1. Supervise media production and technical staff within Wisconsin Media Lab including hiring, new-employee orientation; identification of special needs, equipment and software.</p> <p>A2. Ensure that staff has current instructional and technological expertise; identify and assign appropriate professional development when necessary.</p> <p>A3. Provide leadership and supervision of video and multimedia projects. Prioritize workflow, ensuring that work is efficient, on schedule, and on budget.</p> <p>A4. Report regularly to Wisconsin Media Lab Director; prepare written documents as requested.</p>

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION (*See Attached Instructions*)

a. The supervision, direction, and review given to the work of this position is [ ] close [ ] limited [x] general

b. The statements and time estimates above and on attachments accurately describe the work assigned to the position. (*Please initial and date attachments.*)

Signature of first-line supervisor \_\_\_\_\_ Date \_\_\_\_\_

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (*Please initial and date attachments.*)

Signature of employe \_\_\_\_\_ Date \_\_\_\_\_

18. Signature of Personnel Manager \_\_\_\_\_ Date \_\_\_\_\_

## 15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (CONTINUED)

TIME %	GOALS AND WORKER ACTIVITIES
25%	<b><u>B. Manage the instructional multimedia development process</u></b>
	<p>B1. Review production priorities for program development through environmental scans, survey analysis and through cooperation with DPI.</p> <p>B2. Identify future projects for development; work with bureau staff to develop instructional design and assemble advisory committees. Assist Wisconsin Media Lab Director in seeking funding as needed.</p> <p>B.3 Coordinate the writing, review and administration of bids, contracts and other legal documents needed for production projects.</p> <p>B4. Monitor progress of current projects and work with bureau staff to insure timely completion. Maintain product consistency and provide quality control.</p> <p>B5. Conduct project evaluations; gather use data through surveys, focus groups and anecdotal evidence. Use this information to make improvements and inform future project development.</p>
25%	<b><u>C. Education and Technology</u></b>
	<p>C1. Keep informed of state and national educational trends, standards and best practices to ensure that Wisconsin Media Lab productions respond to the instructional needs of our state.</p> <p>C2. Keep informed of new and emerging technologies appropriate for K-12 educational audiences; determine their value and potential application to Wisconsin Media Lab projects.</p> <p>C3. Continually review and monitor national projects in development and consider possible applications for or replications in Wisconsin.</p> <p>C4. Work with staff to develop new and unique multimedia applications appropriate for Wisconsin's K-12 students and educators.</p>
15%	<b><u>D. Facilitate utilization of Wisconsin Media Lab produced resources</u></b>
	<p>D1. Work with Content &amp; Outreach Manager and assign staff as needed to implement statewide workshops on Wisconsin Media Lab-produced resources.</p> <p>D2. Collaborate with partner agencies and outside organizations to share expertise and maximize audience for new projects.</p> <p>D3. Collaborate with Content &amp; Outreach Manager on the development of promotional material, educator resources, print documents, online information and other communications regarding new project rollouts.</p> <p>D4. Perform limited regional and statewide speaking engagements.</p> <p>D5. Collaborate with public media educational production contemporaries (e.g. PBS, NETA, etc.)</p>
5%	<b><u>E. Other duties as assigned by Wisconsin Media Lab Director</u></b>






**Knowledge, Skills and Abilities**

1. Extensive knowledge of instructional best practices, curriculum development, and technology applications in educational settings
2. Excellent project management skills, i.e. ability to prioritize work, set deadlines, and operate within budgets
3. Ability to think creatively, envision new applications of technology, and design solutions for their implementation
4. Ability to review and evaluate media and make recommendations for improvement
5. Ability to supervise professional staff with tact and diplomacy