



Position Title: Director of Educational Innovation
Department: Education
Reports To: VP of Education

Salary Grade: Non-exempt
Date: July 2021

Summary of Position

This full-time position oversees PK-12 educator professional development and engagement activities that drive awareness and use of public media educational resources, including some video production of PK-12 assets. The successful candidate is responsible for a statewide network of PK-12 educators, administrators, education partners, and adult learners throughout Southwest Virginia and is expected to contribute content for our streaming and broadcast channel, ECHO.

Duties and Responsibilities

- Contribute to education projects and productions (development, production, online publishing, and outreach) and coordinate with the education producer to design assets and create an online presence.
- Work with community partners to create content for our broadcast and streaming channel, ECHO.
- Organize filming logistics for education series(s) and other projects, such as location securing, equipment and talent/staff booking, and creating detailed filming schedules.
- Identify outside sources of educational content that support the BRPBS mission. Proactively reach out to educational program producers/prospects, educational colleagues, and institutions.
- Launch, lead, and maintain education trainings (webinars, workshops, emails, videos, etc.) to expand virtual trainings and instructional footprint.
- Collaborate on student activities, instructional guides, and educator support materials.
- Assist in documenting project effectiveness, including obtaining, compiling, and analyzing feedback, evaluations, and assessments.
- Must be willing and available to work flexible hours when needed and/or some weekends to meet the needs of the station.
- Other duties as assigned

The successful candidate must be able to:

- Work effectively with other team members
- Occasionally travel across Southwest Virginia to create and collaborate with Blue Ridge PBS partners, educators, and school districts as projects warrant
- Work independently in a professional manner
- Take immediate action and resolve issues as they arise
- Pay attention to detail
- Handle multiple tasks and maintain efficiency in an occasionally fast pace and high stress environment
- Adhere to deadlines adjust to ever evolving priorities and react quickly to changes as needed
- Ensure that specified technical procedures and company policies are always followed
- Ensure compliance with FCC rules and regulations

Physical Demands

Must be able to lift/carry up to 20 pounds.

Qualifications

- 5+ years of educational experience
- Extensive familiarity with Virginia SOL's, research-based practices, and 21st Century pedagogy
- A minimum of 3 years of experience producing video projects.
- Strong presentation design and delivery/webinar skills
- Bachelor's degree with related experience preferred

The ideal candidate will have prior knowledge of and/or the ability to effectively operate video production equipment. The candidate will also possess proven organization and time management skills, excellent communication skills in both oral and written form and display an initiative to succeed.