

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE
UTILIZATION SPECIALIST

DEFINITION

Initiates and implements plans for Iowa Public Television in the development of communications systems to increase the use of public television and telecommunications programs and services; performs related work as required.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Advises local teachers and school administrators on the advantages, proper use, and scheduling of public television and telecommunications in classroom plans, and assists and instructs teachers in designing courses for television.

Evaluates the utilization of public television and telecommunications program and services among educational and public service organizations, and recommends and implements plans to improve their use.

Coordinates the use of educational technology and telecommunications with other state educational units and organizations, such as curriculum development and teacher education, or public service institutions and community organizations.

Assists in the development of tests, surveys, and questionnaires and other research instruments to evaluate the results of using public television services; where appropriate, conducting research into target audience interests and special programming needs.

COMPETENCIES REQUIRED

Knowledge of teaching procedures and techniques.

Knowledge of schools administration.

Knowledge of curriculum development and presentation.

Knowledge of teaching aids.

Knowledge of the problems of classroom instruction.

Knowledge of the conceptualization, construction, and production of educational materials for public television, educational telecommunications and technology.

Knowledge of educational and/or broadcasting multi-media production or related research studies and methods.

Knowledge of community and public relations principles.

Knowledge and ability to utilize technology in education.

Knowledge of community and public relations principles and experience with community organizing techniques.

Knowledge of multi-media and/or television production principles and techniques.

Ability to create and maintain cooperative work relationships as necessitated by assignments.

Ability to develop materials to meet educational and/or promotional needs.

Ability to communicate effectively, with solid written and oral presentation skills.

Ability to adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles.

Ability to apply personal ethical standards such as honesty, responsibility, and trustworthiness required to be a productive employee.

Ability to maintain one's emotions and respond appropriately.

Ability to work under stressful conditions.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest and unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Graduation from an accredited four-year college or university with major study in education, broadcasting, broadcast journalism, communications, instructional design telecommunications or other job-related curriculum, a certificate to teach and two years of full-time paid employment in a professional capacity, preferably with some experience in a supervisory or consultative capacity in public television, multi-media production or a closely related field;

OR

successful completion of graduate school course work (thirty semester or equivalent hours equal one year) with major study in the specified curriculums may be substituted for one year of experience.

NOTE:

For selected positions: Three years of experience may be substituted for a certificate to teach.

NOTE:

Positions in this class are exempt from the screening and referral requirements of the Iowa Department of Administrative Services – Human Resources Enterprise. Apply directly to the employing agency.

Iowa Public Television
6450 Corporate Drive
Johnston, Iowa

Effective Date: 1/97 BW