SAN DIEGO UNIFIED SCHOOL DISTRICT
POSITION DESCRIPTION

TITLE: Program Manager – On-line Learning

REPORTS TO: Executive Director, School Innovation and Integrated Youth Services

DEPARTMENT: Office of School Innovation & Integrated Youth Services

CLASSIFICATION: Certificated Management

FLSA: Exempt

SALARY GRADE: 032 AASD

REVISED: February 13, 2018

BASIC FUNCTION: Plan, organize, control, and manage the district’s on-line educational presence; develop and recommend on-line instructional strategies to enhance student learning; manage and represent distance and blended learning initiatives in the district, monitor the effectiveness of on-line technology instruction; ensure the delivery of quality blended learning tools and services; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E = Essential Functions

REPRESENTATIVE DUTIES:

Plan, organize, control, and manage the district’s on-line educational presence; provide leadership, direction and support in the development of Innovation Centers and other blended initiatives. E

Manage the technological development and production of blended learning curriculum, simulations, Learning Management Systems (LMS), and tools for district on-line learning. E

Define on-line product features and requirements and design e-learning tools in a user-friendly, interactive and engaging format that addresses the educational needs of district students and staff. E

Ensure the needs of district on-line programs are met; develop new and/or expand existing on-line programs as technology and needs change; assess the district’s existing projects and identify priority areas and opportunities blended learning development. E

Adhere to international standards of delivery and accessibility and apply stringent quality assurance processes on the developmental process. E

Plan and facilitate professional learning about best practices and teaching in an on-line learning environment. E

Manage the implementation of sound learning design and pedagogical practices to the development of resources. E

Provide technical expertise, information and assistance to the appropriate staff regarding assigned functions and advise them of unusual trends or problems and recommend appropriate corrective action. E

Assist in the formulation and development of policies, procedures and programs regarding on-line learning systems that encourage effective and efficient program and management controls. E

Work collaboratively with other administrators, personnel and outside organizations to evaluate and determine the needs for new and/or modified on-line learning systems; to coordinate activities and programs, resolve issues and conflicts and exchange information and make recommendations to the appropriate staff E

Direct and oversee the budget to ensure appropriate resources and technology are available and are effectively utilized in support of district on-line program requirements and recommend future proposals relating to on-line learning. E
Work with district personnel to ensure access of on-line tools and services. 

Anticipate and meet product developments logistical needs including pilot testing, gathering feedback, and implementing revisions.

Coordinate marketing efforts and activities to promote the growth of district on-line learning programs.

Work to obtain A-G coursework approval for on-line curriculum offerings.

Make presentations to the Board of Education, special committees, district representatives, and vendors regarding identified needs, proposed solutions, business strategies, and project status.

Maintain current knowledge of contemporary educational technology in support of district applications.

Prepare and maintain a variety of narrative and statistical reports, records and files related to assigned activities and personnel.

Analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Train and evaluate the performance of assigned staff; develop work schedules; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.

Operate a computer and assigned software programs; operate other office equipment as assigned.

Perform related duties as assigned.

**EDUCATION AND EXPERIENCE:**

A combination equivalent to a Master’s degree in a related field and four years of progressively responsible experience in the management and development of on-line learning programs, including two years of successful instructional experience and two years supervisory experience with on-line technology tools and resources in an instructional setting.

**LICENSES AND OTHER REQUIREMENTS:**

Valid Administrative Services Credential.
Valid California driver’s license.

**KNOWLEDGE AND ABILITIES**

**KNOWLEDGE OF:**
- Project management, including the development of budgets, timelines, and allocation of staff.
- Educational technology including e-learning, application design, and systems architecture.
- Understand recognized technical and instructional blended learning standards and ensure that they are adhered to by all district products.
- Administrative practices and procedures within the district.
- Principles of public relations, marketing and communication.
- Principles of business decision-making.
- Planning, organization and direction of educational technology initiatives, systems and operations.
- Contemporary educational technology systems, applications and operations.
- Regulations and procedures related to assigned areas of responsibility.
- Oral and written English communication skills.
- Principles and practices of administration, supervision and training.
- Applicable laws, codes, regulations, policies and procedures.
- Interpersonal skills using tact, patience and courtesy.

**ABILITY TO:**
- Manage internal staff and external consultants and contract staff in a team environment.
Negotiate with external vendors, contract staff, and other district departments.
Make, support, and explain recommendations.
Provide leadership and prioritize projects.
Travel throughout the district to school sites and administrative offices.
Train and evaluate the performance of assigned staff.
Maintain current knowledge of applicable provisions of federal, State and District laws, rules and regulations.
Communicate effectively with non-technical staff, both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned office equipment.
Analyze situations accurately and adopt an effective course of action.
Manage expenditures within an established budget.
Work independently with little direction.
Prepare comprehensive narrative and statistical reports.
Direct the maintenance of a variety of reports and files related to assigned activities.

WORKING CONDITIONS:

ENVIRONMENT:
School site classrooms, administrative offices, and central business office environments.

PHYSICAL ABILITIES:
Dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read and write reports.

Revised 2.13.18 - FS
Job Code 1532
Issued 3.24.09
FK