

**SAN DIEGO UNIFIED SCHOOL DISTRICT  
POSITION DESCRIPTION**

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<b>TITLE:</b>	Program Manager – Materials Development	<b>REPORTS TO:</b>	Director – Educational and School Services
<b>DEPARTMENT:</b>	Educational and School Services	<b>CLASSIFICATION:</b>	Classified Management
<b>FLSA:</b>	Exempt	<b>SALARY GRADE:</b>	028
<b>EFFECTIVE DATE:</b>	July 25, 2000		

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**BASIC FUNCTION:**

Plan, organize, control and direct the production and maintenance of curriculum and informational materials; establish and assure compliance with editorial policies and standards regarding District publications; supervise and evaluate the performance of assigned personnel.

**REPRESENTATIVE DUTIES:**

Plan, organize, control and direct the production and maintenance of curriculum and information materials; provide direction and guidance to District staff in the planning and development of curriculum materials and general educational publications. *E*

Establish and enforce editorial policies and standards regarding District publications; consult with prospective administrators and writers of District publications; develop writing production and printing cost projections and time lines. *E*

Train and evaluate the performance of assigned staff; provide for continuing departmental staff training programs in internal auditing programs, analyses and related functions; develop work schedules; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. *E*

Plan and prepare informational materials and instructions for curriculum writers, including guidelines and checklists to assure that materials comply with State and federal laws and District policies, standards, rules and regulations. *E*

Interpret and assure compliance with federal copyright law; obtain and file written permissions for the use of copyrighted materials; supervise the copyright registration of District-developed materials. *E*

Direct the production, printing, inventory management and distribution of District-developed curriculum and informational materials; supervise the work of editors, artist illustrators and typists in the production of materials. *E*

Supervise the determination of publication specifications, printing quantities and schedules, distribution to schools and other District locations and maintenance of inventory. *E*

Oversee the selection and purchase of computer hardware, software, peripherals and other equipment used in publishing and graphic arts; supervise the establishment and operation of unit computer networks and other technology systems. *E*

Develop budget proposals related to production costs including editing, word processing, typography, art work and printing of District-development curriculum materials for use in developing budget proposals. *E*

Provide information to District staff regarding identification and availability of District-developed materials; receive requests for and inquiries concerning curriculum materials developed in San Diego and determine appropriate response. *E*

Serve on various councils, conferences and committees as assigned. *E*

Supervise the operation of the District art studio in providing graphic arts services to central offices and schools. *E*

Prepare periodic status reports on publication projects for District management and for submission to the Board of Education as requested. *E*

Negotiate and implement the sale, purchase or exchange agreements involving District instructional materials with commercial publishers and other school Districts. *E*

Generate information for and writes reports on a variety of complex, education-related subjects for a variety of audiences. *E*

Lead the work of a District-wide committee assigned to approve new courses; change the attributes of existing courses and review and make recommendations to the Board of Education regarding petitions to establish chart schools. *E*

Direct the preparation and maintenance of detailed records of department functions and activities. *E*

Provide technical expertise, information and assistance to the Director – Educational and School Services regarding assigned functions; assist in the formulation and development of policies, procedures and programs; advise the Director of unusual trends or problems and recommend appropriate corrective action. *E*

Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities and personnel. *E*

Communicate with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information. *E*

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

Perform related duties as assigned.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in English, journalism, business administration, public administration or a related field and six years of related experience in the production of printed materials including supervisory experience.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Planning, organization and direction of procedural guidelines and the production and maintenance of curriculum and informational materials.

Modern techniques and procedures involved in the planning, production and printing of curriculum and information materials.

Budget preparation and control.

Oral and written communication skills.

Principles and practices of administration, supervision and training.

Applicable laws, codes, regulations, policies and procedures.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

**ABILITY TO:**

Plan, organize, control and direct the production and maintenance of curriculum and informational materials.

Provide leadership and direction to the Materials Development Unit.

Train and evaluate the performance of assigned staff.

Maintain current knowledge of applicable provisions of applicable federal, State and District laws, rules and regulations.

Communicate effectively both orally and in writing.

Interpret, apply and explain rules, regulations, policies and procedures.

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.

Meet schedules and time lines.

Work independently with little direction.

Plan and organize work.

Direct the maintenance of a variety of reports and files related to assigned activities.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

**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.

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Job Code 1830

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