PANOLA COLLEGE
JOB DESCRIPTION

**JOB TITLE:** Director of eLearning and Database Administration  
**FLSA status:** Exempt

<table>
<thead>
<tr>
<th>DEPARTMENT:</th>
<th>eLearning</th>
<th>REPORTS TO:</th>
<th>Vice President of Instruction</th>
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**Position summary:** Under indirect supervision, this position reports to the Vice President of Instruction and is responsible for leadership in planning, organizing, and administering the department of eLearning as well as the responsibility of maintaining information systems to support the transformation of data into information for decision-making purposes. The Director also serves as the institution’s Webmaster.

**Position responsibilities:**

- Responsible for the college website. Works with eLearning department and others to:
  - a. Make frequent updates to the College website, ensuring the homepage and other critical pages are current and that features are refreshed regularly.
  - b. Respond in a timely fashion to ad hoc website-related requests from other offices in the college by updating and building web pages, creating online forms, and providing creative web-based solutions to meet their needs.
  - c. Ensure prompt updating of time-sensitive items on the college website.
  - d. Assist in managing the social media presence of the college by updating social media outlets with relevant content and promoting brand/product awareness, loyalty, enthusiasm, and advocacy through active and authentic community participation. Proactively monitor online content related to brand and associated themes/news to provide insights for improving products and services. Research social media best practices and relevant brand examples within key social media spaces, incorporating them, as appropriate.
  - e. Produce quality multimedia content for use on the college website and social media platforms, including videos, podcasts, digital images/photographs, etc., coordinating with other college offices, attending student events, and proposing creative methods for promoting student-generated content.
- Collaboration occurs when instructional Division Deans recommends to the Director of eLearning teaching assignments. The Director will certify the full-time and adjunct faculty has completed professional development sessions.
- Coordinate instructional technology support training to provide technical/instructional to assist faculty in the design and development of instructional multimedia, distributed learning and distance education applications.
- Work with other campus support services to meet eLearning faculty development needs.
- Initiate and participate in comprehensive distance education partnerships, consortiums, and strategic alliances beneficial to Panola College.
- Coordinate with instructional dean’s policies, procedures and standards. Faculty evaluations will be conducted for face/face and online classes by the instructional deans based on guidelines developed by the College.
- Develop and manage the annual budget for the Department of eLearning.
- Research, write, submit, and administer grant proposals for eLearning activities.
- Provide innovation and vision for eLearning at the College.
- Regularly review, evaluate, and revise as necessary policies and procedures of eLearning.
- Provide reports and data to the College as needed, including IE, assessment, and professional development.
- Assist in the marketing of all eLearning efforts.
- Regularly evaluate staff personnel and report those evaluations as required.
- Coordinate and update the eLearning Faculty Handbook and other resources in association with the Faculty and Staff Handbook.
- Work with eLearning Coordinator to develop eLearning schedule of classes.
- Work with the Director of Workforce and Continuing Education to offer workforce training that meets the needs of the community.
- Establish and implement new functional-based database systems as identified and required.
- Define new individual database user accounts; establish database roles and issue permissions.
- Monitor user access to database to provide secure environment.
- Assist with the design, development, implementation, and maintenance of an institutional data warehouse and the college assessment reporting data system suitable for institutional accreditation purposes.
- Serve as in-house expert in database design, data repository and application integration.
- Obtain data and produce reports from a variety of data sources for dissemination to internal and external audiences.
- Prepare electronic surveys for administration and provide output results.
- Assist in all programming responsibilities as needed.
- Manage and maintain website for planning and institutional effectiveness and work closely with web developer and help implement various web projects.
- Manage database upgrades and patch installations, account maintenance, database backup and recovery, database security, system and database monitoring, database performance tuning, 3GL programming and compilation, etc.
- Assure quality control standardization, change management, and strategic planning for all database systems.
- Serve as first-line technical support for the administrative systems users with database related issues.
- Provide technical advice and support to users. This includes creating ad-hoc reports, data analysis and correction, training and problem solving.
- Analyze data using a variety of software packages.
- Research and recommend new methodologies and technologies to maintain a state of the art system and infrastructure.
- Work evenings or weekends and out of town travel may be periodically required.
- Support the philosophy and mission of the College.
- Perform all other duties as assigned.

Minimum Position Requirements:

- A Bachelor’s degree from a regionally accredited institution with at least two years of effective experience. A degree in Computer Science or Information Systems or related field is desirable.
- Must maintain any current licensure and be approved by state licensing Board.
- Must possess high ethical standards; must be able to demonstrate an open, accessible, and collaborative leadership style that encourages teamwork, promotes diversity, and is effective in work with internal and external constituents.
- Must have an interest in students academically as well as contributing to a vibrant student life environment.

Knowledge, Skills, and Abilities Required:

- Strong interpersonal and communication skills.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- Ability to foster a cooperative work environment.
- Skill in budget preparation.
- Ability to work with a diverse team in a fast-paced environment.
- Ability to stay abreast of current and developing trends (video, voice, data, and computing technologies) in distance education.

Physical Demands and Work Environment:

- Work is normally performed in a typical interior/office work environment.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 50 pounds.
- No or very limited exposure to physical risk.