

**WILLIS INDEPENDENT SCHOOL DISTRICT**  
**Position Job Description**

**Job Title:** Technology Innovation Coach (iCoach)  
**Reports to:** Executive Director of Technology

**PRIMARY PURPOSE:** Facilitate the effective use of media resources and technology in instructional delivery, student achievement and curricular support.

**QUALIFICATIONS:**

**Education/Certification:**

Bachelors Degree  
Master's degree in Instructional Technology or related field  
Valid Texas teaching certificate

**Special Knowledge/Skills:**

Knowledge of computer and software applications  
Familiarity with emerging trends and technologies  
Familiarity with media and digital resources  
Knowledge of curriculum and technologies available for use in instructional setting  
Understanding of pedagogical integration of technology  
Strong organizational, communication, and interpersonal skills  
Ability to develop and deliver technology training to adult learners

**Experience:**

Three years experience as a classroom teacher  
Two years managing media resources and/or integrating technology into instruction  
Such alternatives to the above qualifications as the administration may find appropriate and acceptable

**MAJOR RESPONSIBILITIES AND DUTIES:**

**Instructional**

1. Conduct campus staff development that is aligned with the WISD curriculum, supports the Campus Improvement Plan, and is designed to maximize instructional use of media and technology resources.
2. Provide campus staff development on technology tools and digital resources for instructional support.
3. Design, develop and implement technology-rich professional learning programs that model principles of adult learning and promote digital age best practices in teaching, learning and assessment.
4. Assist teachers to provide engaging learning experiences.
5. Coach teachers in and model research- based best practices in instructional design when planning technology-enhanced learning experiences.
6. Coach teachers in and model the implementation of technology-enhanced learning experiences addressing content standards and student technology standards.
7. Model effective classroom management and collaborative learning strategies to maximize teacher and student use of digital tools and resources and access to technology-rich learning environments.
8. Troubleshoot basic software, hardware and connectivity problems common in digital learning environments.
9. Design/Develop/Implement technology rich professional learning programs and promote best practices.

10. Model and facilitate safe, healthy, legal and ethical uses of digital information and technologies.
11. Supervise library instructional aide in purchasing and managing media collection.
12. Assist principal(s) and campus committees with the scheduling of technology training, implementation of technology plans, and the selection of technology equipment and software.

**School/Organizational Climate and Improvement**

13. Promote a positive caring climate for learning.
14. Contribute to the development of strategic plans at district and school levels.
15. Implement strategies for initiating and sustaining technology innovations and manage the change process in schools and classrooms.
16. Assist in the development of policies and procedures regarding technology issues.

**Professional Growth and Development**

17. Observe professional ethical standards in accordance with generally accepted community standards and the Texas Education Agency code of ethics.
18. Engage in continuous learning to improve professional practice
19. Regularly evaluate and reflect on their professional practice and dispositions to improve and strengthen their ability to effectively model and facilitate technology-enhanced learning experiences.

**Other**

20. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
21. Comply with all district and campus technology guidelines and policies.

**Mental Demands:**

Ability to communicate effectively (verbal and written)  
Maintain emotional control under stress  
Ability to work on multiple tasks simultaneously

**Physical Demands / Environmental Factors:**

Regular work attendance  
Work with frequent interruptions  
Repetitive hand motions  
Prolonged use of computer

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.

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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

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Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_