

JOB TITLE	DEPARTMENT	REPORTS TO
CNS Communications/Marketing Specialist	Child Nutrition Services	Director of Child Nutrition Services

Position No: 76010	Length of Work Year: 12 Months
Salary Schedule: N05B or N05R	Date Approved: 1/3/23
FSLA: Exempt	Date Revised:

JOB GOAL
This position works closely with the Child Nutrition Services Director to support communication platforms and marketing programs for the school meals program. This position will build stakeholders within our program as well as build participation within our programs through marketing technics.

MINIMUM QUALIFICATIONS
<ol style="list-style-type: none"> 1. Bachelor's degree in, advertising, marketing, communications, nutrition, dietetics or related field. 2. Preferred (2) years of experience in marketing, quality food service and nutrition software. 3. Exceptional oral, writing, proof reading and editing skills. 4. Proficient in current computing technologies including Microsoft Office Suite and Adobe Canva. 5. Ability to maintain a professional demeanor during stressful and highly visible situations. 6. Ability to perform the functions of the position. 7. Bilingual preferred.

DUTIES AND RESPONSIBILITIES
<ol style="list-style-type: none"> 1. To build a marketing program for all schools to maximize sales and service for the Child Nutrition Program. 2. Communicate prepared messaging to specific customers to increase meal participation and customer satisfaction. 3. To maintain and monitor the departments website, social media outlets and menu displays. 4. Coordinate with other departments to ensure efficient flow of communications and service. 5. To assist with product testing and development. 6. Coach kitchen staff in the marketing of menu items and special promotions. 7. Work with the parent/teacher and student advisory committees and schools to promote the department and provide nutrition education services. 8. To create and post weekly newsletters to different stakeholders. 9. Monitor compliance with federal, state, and local laws, regulations, and reporting requirements as applicable. 10. To coordinate the strategic development process, aligning department's communication, marketing, and professional development goals with the District's vision and mission. 11. To assist with planning Child Nutrition Services district events. 12. Performs assigned tasks in a timely and efficient manner. 13. Performs assigned tasks with a high standard of quality 14. Performs other duties as assigned by the Supervisor.

PHYSICAL DEMAND CLASS:
Sedentary Light (SL) - Occasional lifting and carrying of objects weighing 10 pounds or less. Infrequent lifting and carrying of objects weighing 11-20 pounds. Occasional walking and/or standing may be required.