

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Food Services Marketing Coordinator	REPORTS TO:	Director, Food Services
DEPARTMENT:	Food Services	CLASSIFICATION:	Classified
FLSA:	Non-Exempt	SALARY GRADE:	052 OTBS
REVISED:	July 1, 2012		

BASIC FUNCTION:

Plan, develop, coordinate and implement a variety of Food Services Department marketing services for elementary and secondary sites and other district food service locations to promote customer participation by district students and employees.

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

Plan, develop, coordinate and implement a variety of Food Services Department marketing services for elementary and secondary sites and other district food service locations to promote customer participation by district students and employees. **E**

Write, edit and publish Food Service Department publications including newsletters, web content and design, brochures and reports utilizing a variety of mediums including social media, graphic design and photography. **E**

Work with district Communications office to obtain coverage of food service activities at sites; write press releases, evaluate food services media coverage and publicity for value to the department; arrange for photo/video tapings of food services promotional activities; maintain multimedia archives including press clipping and broadcast coverage. **E**

Assist in developing partnerships with business and non-profit communities for support and appropriate resources available for promoting school nutrition programs; organize promotional activities and obtain funds and other resources available from food associations and organizations as appropriate to district food services requirements; maintain records of expenditures. **E**

Research, prepare and track grant proposals for department programs and activities. **E**

Develop monthly and annual timelines for special food related activities at sites. **E**

Assist Director and management staff by reviewing, analyzing and monitoring state and federal regulations and proposed legislation relative to school nutrition programs; assist with developing/revising procedures and guidelines. **E**

Evaluate existing marketing and merchandising programs; make recommendations to management and implement approved changes as necessary. **E**

Assist department staff in assessing recipes and new food products; serve as team member for focus groups of students and district staff for expanding product lines; initiate surveys of customers to provide ongoing evaluation of food services products. **E**

Develop food service themes, logos and design concepts for all district points of service; design, print and distribute signs, brochures, menus, posters, banners and other materials. **E**

Prepare background material for department media contacts and coordinate activities with Communications staff; assist site food services staff in contact with media representatives to focus on food services promotions. **E**

Perform special projects and assist with audit activities. **E**

Perform related duties as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Any combination of education, training, or experience equivalent to graduation from a recognized college or university with a major in institutional food management, marketing, public relations, or a related field, and two years of recent, full-time equivalent, related experience. Experience in marketing services for school nutrition programs is desirable.

LICENSES AND OTHER REQUIREMENTS:

Possession of a valid California driver's license and availability of private transportation (mileage expense allowance provided).

Must qualify for a Food Handler Training Certificate/card or a Food Service Manager Training Certificate, as appropriate for the job class, by successfully completing the specified food services sanitation training course.

Must complete annual continuing education training and/or coursework as mandated per federal regulations in accordance to the Healthy Hunger Free Kids Act of 2010.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

School nutrition programs and applicable Federal, State, local and District legislation, rules and regulations, policies and procedures.

Technical aspects of field of specialty.

Institutional food management.

Marketing strategies and techniques and utilization of a variety of multimedia and technology.

Operation of a computer and assigned software including Adobe Illustrator and Photoshop.

Social media and personal digital applications (PDA's).

Oral and written communication skills.

Correct English usage, grammar, spelling, punctuation and vocabulary.

ABILITY TO:

Express ideas creatively.

Work with mass news media in a positive manner.

Communicate effectively orally and in writing.

Utilize multimedia and technology for marketing activities including graphic design, photography, web page content design and digital applications.

Establish and maintain effective working relationships with others.
Plan and organize work.
Meet schedules and time lines.
Maintain records.
Organize multiple assignments.
Perceive organizational implication of recommendations and decision.
Work independently with little direction.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor office; indoor classroom; and outdoor event/media settings.

PHYSICAL REQUIREMENTS:

Hearing and speaking to exchange information; seeing to perform assigned duties; sitting or standing for extended periods of time; dexterity of hands and fingers to operate equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.

Revised 7.01.12 – per BOE approval on 10.28.14

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