



HEMET UNIFIED SCHOOL DISTRICT
1791 West Acacia Avenue – Hemet, CA 92545-3637 – (951) 765-5100

NUTRITION SERVICES TRAINING AND MARKETING MANAGER

JOB SUMMARY

Under general supervision of the Assistant Director of Nutrition Services, plan, develop, coordinate and implement Nutrition Services marketing, training and nutrition education projects; design and apply marketing plans for elementary and secondary sites and other district food service locations; work with education services, school site administration and cafeteria personnel to expand District nutrition education efforts; develop and implement trainings and professional development materials including employee manuals, handbooks for department staff and other District personnel

EXAMPLES OF DUTIES

- Plan, develop, coordinate and implement Nutrition Services Department marketing projects for all school sites and other district food service locations to promote customer participation by district pupils and employees
- Coordinate educational opportunities to District students, teachers and community through venues such as Nutrition Advisory Councils, Harvest of the Month, health fairs, trainings and related programs; coordinate collaborative sessions to disseminate knowledge, develop skills and share best practices for sustainable nutrition education
- Review nutrition education materials; make informed recommendations for the use of nutrition education in the student curriculum; train teachers, administrators and other educators on how to implement and best utilize nutrition education materials; coordinate the implementation of classroom nutrition education with materials from school site kitchens
- Develop monthly and annual timelines for special food related activities at sites, such as taste test and promotional events; provide technical assistance to school site managers to ensure complete and accurate implementation of marketing plans and nutrition education programs; conduct site visits to ensure school sites are fulfilling marketing requirements
- Promote student cafeteria involvement; guide cafeteria managers in active customer relations
- Monitor progress of the District's Farm to School program; set and assess goals related to procurement, education and professional development; communicate with the District's produce distribution operator and area farmers to supply and maintain a quality inventory of local produce for the school meal program
- Develop and implement trainings and professional development materials including employee manuals, handbooks for department staff and other District personnel; develop staff trainings on customer service, marketing, nutrition education and related topics
- Assist department staff in assessing recipes and new food products; organize and serve as a team member for focus groups of pupils and district staff for expanding product lines; initiate surveys of customers to provide ongoing evaluation of Nutrition Services products
- Develop, revise and distribute monthly marketing materials such as posters, flyers, brochures, and menu design; design, print and distribute signs, brochures and other marketing materials; assist in preparing the design and layout of written menus for all levels; evaluate existing marketing and merchandising materials and recommend changes as necessary
- Maintain District's Nutrition Services website, social media accounts, you tube page and newsletters; work with various departments and school sites to obtain media coverage of food service activities at sites; arrange for photo/video tapings of food services promotional activities; maintain multimedia archives; identify opportunities to promote the Nutrition Services Department through media, conferences, workshops and presentations
- Develop and implement program evaluation tools such as surveys, customer feedback, staff feedback, advisory councils and group discussions; analyze data for program improvement

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- Train, evaluate and supervise personnel as assigned
- Participate in grant writing as needed
- Represent the Nutrition Services department at a variety of meetings as required; conduct meetings as needed and assigned
- Maintain various reports and records
- Perform related duties as assigned

EMPLOYMENT STANDARDS

Knowledge of:

- Marketing strategies and techniques
- Training strategies and techniques
- Strategies and techniques for customer service
- Basic nutrition principles and nutrition education programs
- Presentation, communication and public speaking techniques
- Fund development techniques such as grant writing, fundraising and strategic partnerships
- Effective strategies, theories, techniques and methods of professional development
- Food procurement systems, sanitation, health and safety practices related to handling, preparing and selling food
- Culinary skills including produce handling, knife skills and basic cooking skills
- Current information, legislation and resources related to nutrition
- Operation of office machines including computer equipment and specified software
- Principles of food service management, quantity food preparation and nutrition
- Principles and practices of administration, supervision and training
- Oral and written communication skills
- Interpersonal skills using tact, patience and courtesy

Ability to:

- Express ideas creatively
- Work with media contacts in a positive manner
- Manage multiple projects simultaneously prioritizing responsibilities and completing work to meet internal and external customer established timelines and deadlines
- Research, design, develop, coordinate and conduct trainings and informational programs
- Learn, interpret, apply and explain rules, regulations, policies and procedures
- Communicate effectively both orally and in writing
- Observe health and safety regulations; administer appropriate corrective actions when needed
- Analyze situations accurately and adopt an effective course of action
- Input data and apply word processing techniques; prepare clear and complete proposals and reports to decide sound judgment in planning and organizing work
- Work effectively in the absence of supervision
- Establish and maintain cooperative and effective working relationships with others
- Supervise, train and evaluate personnel as assigned

Education:

- Any combination equivalent to a bachelor's degree from a recognized college or university with a major in nutrition, hospitality, public health, education, marketing, public relations or a related field

Experience:

- Any combination equivalent to three years of increasingly responsible related experience of acceptable level and quality
- Management or supervisory experience preferred
- Experience working in school nutrition programs is preferred

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Licenses/Certifications:

- Valid California Class C driver's license is required
- Certified member of SNA and CSNA
- ServSafe Certification is required within first year of employment

WORKING CONDITIONS AND PHYSICAL ABILITIES

Working in an office environment; driving a vehicle to conduct site visitations; sitting or standing for extended periods of time; hearing and speaking to exchange information; dexterity of hands and fingers to operate a computer keyboard.

EMPLOYMENT STATUS

Classified Management position