

**PLANO INDEPENDENT SCHOOL DISTRICT
Job Description**

Job Title:	Specialist FANS Marketing	Wage/Hour Status:	Exempt
Reports To:	Director	Date Revised:	11/16/17
Dept./School:	Food and Nutritional Services (FANS)		

Primary Purpose:

Responsible for all communication and marketing related tasks for Food and Nutritional Services. Ensure district, department and school facilities are in compliance with all local, state, and federal policies and procedures.

Qualifications:

Education/Certification:

- Bachelor's Degree
- Completion of credited sanitation course and maintain certification
- Texas Association of School Nutrition Level V Certifiable
- Driving record that is insurable by Plano ISD's insurance carrier
- 30 hours of professional development annually

Special Knowledge/Skills:

- Knowledge of United States Department of Agriculture child nutrition program guidelines and procedures
- Competence in adult education classroom techniques, material development and evaluation
- Excellent organizational, communication, and interpersonal skills
- Highly developed project/program management skills
- Ability to think creatively and innovatively
- Strong communication and interpersonal skills both written and oral
- Proficiency in Microsoft Office, Google Suites and willingness to learn new software
- Proficiency in a variety of media outlets

Experience:

- Three years of applicable work and supervisory experience required

Major Responsibilities and Duties:

Operational Support

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Develop and coordinate the implementation of short and long range marketing/promotional plans which include innovative food service concepts for elementary, middle, high, and senior high schools

Responsible for on-going evaluation of marketing plans

Create and oversee promotions district wide in order to increase meal participation. Track statistics as a result of marketing programs

Coordinate media information and marketing for department and campus operations via video monitors and social media trends

Create decor design and signage for serving areas

Manage, implement, and communicate formalized nutritional education activities and information to students, parents, campus staff, and administrators

Compose communication articles for department, district, state, and national organizations

Act as a liaison between food and nutritional services, students, staff, community, and district

Assist with maintaining the FANS website with current nutrition information, menus, and promotions

Communicate with campus administrators to promote student participation in the national school lunch and breakfast program

Develop and monitor employee recruiting and retention strategies

Instructional Management

Develop promotional materials and resources for all cafeteria managers

Develop creative ways such as pictures, videos, webcasts, etc. to train employees on various topics relating to food service

Compliance Monitoring

Responsible for writing and applying for grants that enhance the National School Lunch and Breakfast Program

Collaborate with community members to promote nutrition education

Attend district committee meetings to increase awareness of programs available to students

Financial Management and Record Keeping

Monitor customer participation and make recommendations based on findings

Assist with bidding procedures as needed with purchasing services

Professional Growth and Development

Demonstrate behavior that is professional, ethical, and responsible

Attend and participate in all meetings as scheduled by the food service director or designee

Participate in departmental administrative functions including budgeting, purchasing, and planning as related to the development and updates of operational and strategic plans

Attend workshops, district staff development sessions and other continuing education courses that will develop and maintain professional credentials for this position

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Follow all rules, regulations and policies of Plano ISD

Perform other functions that may be assigned by the administration and/or supervisor

Supervisory Responsibilities:

Supervise and evaluate the performance of Supervisor FANS; responsible for training others in multiple/complex tasks

Equipment Used:

Computers, printers, copiers, calculators, computer hardware and software systems, scanner, and audio/video equipment; knowledge of operational techniques for large and small equipment

Working Conditions:

Mental Demands:

Work with frequent interruptions; maintain emotional control under stress

Physical Demands:

Frequent district wide and/or state wide travel; frequent standing, sitting, walking; occasional bending stopping, pushing, pulling, and twisting; repetitive hand motions; frequent keyboarding; occasional reaching; prolonged use of computer and repetitive hand motions; occasionally lifting and carrying up to 50 pounds

Environmental Factors:

Moderate exposure to extreme hot and/or cold temperatures; excessive humidity, dampness or chilling; excessive noise, intermittent work around machinery with moving parts; work around moving objects

Acknowledgement:

Any work related experience or additional education/training resulting in acceptable proficiency levels in the above required knowledge, skills, and abilities may be an acceptable substitute for the above specified education and experience requirements at the sole discretion of District Administration.

Approved By: W. Noel McBee Compensation Coordinator **Date:** 11-16-17

The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills that may be required. District administration and/or my supervisor has the right to add or change duties at any time. This job description supersedes all prior job descriptions for this position as well as rescinding all past and present job descriptions that do not reflect the current requirements of this position.

My signature below indicates I understand and acknowledge my job description.

Employee Signature: _____ **Date:** _____