

AUSTIN ISD JOB DESCRIPTION

JOB TITLE:	MANAGER MARKETING			FLSA STATUS:	EXEMPT
PAY GRADE:	PRF 3	DUTY DAYS:	226	DATE REVISED:	07/31/2025 HC
FUNDING SOURCE:	THIS POSITION IS LOCALLY FUNDED.				

MINIMUM QUALIFICATIONS

A Bachelor's degree from an accredited college or university is required, preferably in Marketing, Communications, or a related field. Five (5) years of relevant experience, including graphic design, is required. Experience in a K-12 educational setting and child nutrition programs is preferred. Bilingual proficiency in English and Spanish is preferred. A valid Texas Driver License is required, as this position involves travel within the Austin ISD. The incumbent must be available and willing to work non-traditional hours as needed.

SKILL REQUIREMENTS

The incumbent must possess strong verbal and written communication skills, professional-level graphic design abilities, and excellent project management capabilities. Experience in social media platforms is required. Proficiency with programs that feature multimedia production, including video creation and editing, is highly desirable. This role requires a deep understanding of customer service principles and the ability to maintain effective working relationships with district leadership, staff, and community partners. A confident, creative, and outgoing personality, combined with comfort in public speaking, is essential. The ability to work independently with minimal supervision while maintaining a high level of organization and responsiveness is critical. The incumbent must be proficient in Google Suite and other computer applications provided by the District.

JOB PURPOSE AND RESPONSIBILITY

This position is responsible for managing the planning, development, and execution of strategic marketing, branding, and communications initiatives that promote Austin ISD's school meal programs. This position is instrumental in increasing student meal participation, strengthening community engagement, and elevating the image of school meals across the district. The incumbent ensures all marketing efforts align with district goals and priorities, while maintaining full compliance with federal, state, and local regulations.

ESSENTIAL FUNCTIONS

Strategic Communications:

- Develop and manage all Food Service marketing and communication materials shared with district and campus leadership, departments, staff, students, families, and community stakeholders, ensuring consistent messaging and clear promotion of programs and initiatives.
- Demonstrate a comprehensive understanding of departmental programs, including federal meal program guidelines, to independently and accurately convey information to stakeholders.

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- Facilitate collaboration between the Food Service department and the district communications team to ensure alignment on messaging, media relations, and public engagement.
- Respond to media inquiries, coordinate interviews, and manage Food Service communications during urgent or time-sensitive situations.
- Serve as point of contact for customer service inquiries, addressing feedback from staff, students, families, and community members with timely, professional, and solutions-focused communication that reflects district and department values.
- Ensure all department communications comply with federal requirements related to school meal programs.

Content Creation:

- Develop Food Services branding, logos, and visual concepts for department materials.
- Design engaging menus, promotional signage, and other marketing resources.
- Produce media releases, presentations, talking points, and other internal and external communication materials.
- Capture and edit photo and video content for use across social media platforms and other multimedia channels.
- Manage the department's presence on multiple social media platforms, including regular posting and timely responses to follower's questions, comments, and concerns.
- Maintain and update website content to ensure accuracy, accessibility, and alignment with district messaging.
- Update and oversee the department's style guide outlining marketing and merchandising standards for cafeteria staff; conduct site visits to ensure consistency and compliance.

Stakeholder and Community Engagement:

- Develop and maintain partnerships with community and nonprofit organizations.
- Coordinate presentations, campus visits, and community events to engage stakeholders and raise awareness of school meal programs.
- Serve as a department representative at district, community, and industry events.
- Oversee the department's grant-related activities, including research, application, implementation, and reporting processes.

Collaboration and Operational Support:

- Participate on the department's Production Team to support innovation in menu development and operations.

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- Assist in recipe and product testing through student surveys and feedback collection.
- Support the planning and execution of department promotions, staff meetings, and special events.
- Assist in maintaining and monitoring long-range strategic plans for Food Service, ensuring alignment with district-wide goals and performance metrics.
- Promote the district's sustainability goals through intentional practices, including waste reduction, recycling, composting, and conservation of energy and water.
- Provide an exceptional customer experience for all AISD stakeholders with intentional and professional practices that promote a culture of respect.

OTHER DUTIES AS ASSIGNED

Perform other related duties as assigned; however, all employees are expected to comply with lawful directives in rare situations driven by need where a team effort is required.

PHYSICAL EFFORT AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may involve rare exposure to blood or body fluids. Regular attendance is required for this position.

Tools/Equipment Used: Standard office equipment, including personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of the mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 30 pounds)

Environment: May work prolonged or irregular hours; crowded or congested area, frequent districtwide travel, additional hours may be required to assist in meeting department and/or Austin ISD deadlines.

Mental Demands: Work with frequent interruptions, maintain emotional control under stress

PERSONAL WORK RELATIONSHIPS

This position will report to the appropriate supervisor of the department and will receive guidance concerning programs and methods of operation from the supervisor. This position will operate independently, based on guidelines proposed by the department. Review with the director any problems or situations not addressed through specific policy or procedure. This position will have contact with other Austin ISD employees, teachers, families, and students.

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The Austin Independent School District provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

I have read & acknowledge the job description above.

Employee Signature:

Date: