



Manager, Marketing & Communications

Reports to:	Assistant Director, School Nutrition Services	FLSA Status:	Exempt
Department:	School Nutrition Services	Structure/Grade:	Unified 124
Division:	Finance	Workdays:	246
Retirement:	Teachers Retirement System		

Position Summary

Communicating program information to encourage and secure support for the school nutrition program from internal and external stakeholders, including but not limited to the Board of Education, administration, faculty, students, parents, and community. Develop, strategize, and implement marketing and communications plans for all school nutrition programs and schools. Manages grant writing and maintenance of grant-funded projects.

Essential Job Duties

- Provides leadership that promotes the school nutrition program and creates an interest in the role of the school food service program in the school and community.
- Analyzes the market environment to identify strengths, weaknesses, and target audiences via student surveys, taste tests, and stakeholder input.
- Develops targeted and compelling messages and assists cafeteria managers with the implementation of marketing plans and promotions to promote a positive image of the school nutrition program.
- Reviews product placement, pricing, and packaging to maximize participation.
- Generates wellness communications for online and printed materials.
- Responds to nutrition-related inquiries from the Board of Education, administration, faculty, students, parents, and community.
- Coordinates marketing efforts with menu planning.
- Serves as liaison to local wellness groups, PTAs, LSAC groups, etc., to assist and/or conduct training for school activities to promote wellness messages.
- Conducts ongoing evaluation of marketing plan.
- Writes proposals for school nutrition and nutrition education grants and generates reports for grants as needed.
- Manages projects, including ongoing grant-funded projects and implements new grant projects as needed.
- Completes nominations and applications for state and national recognition, such as GADOE Best Practice awards, USDA Best Practice awards, Healthy US School Challenge, and/or Alliance for a Healthier Generation.
- Identifies nutrition resources to enhance menu planning and nutrition education.
- Develops and maintains strategic industry and community partnerships.
- Functions as an Area Compliance Manager as needed.
- Performs other duties as assigned by the appropriate administrator.



Qualifications

- Bachelor's Degree required in a related field; Master's Degree preferred
- Certification/Licensure: None required
- Minimum of 3 years of marketing and communications AND 2 years of food service operation in a public or school setting required
- ServeSafe Certification must be obtained within 90 days of employment and renewed every five years

Knowledge, Skills, and Abilities

- Knowledge of child nutrition standards and food service management, including menu planning, food preparation, portion control, serving procedures, and sanitation practices required
- Knowledge of Federal, State, and local school food and nutrition policies and procedures required
- Knowledge of purchasing and financial management procedures
- Ability to supervise and work effectively with departmental personnel
- Proficient computer skills, including Excel, Word, PowerPoint, and MS Outlook
- Excellent communication skills, both written and verbal
- Excellent organizational and leadership skills
- Demonstrates customer service excellence and strong interpersonal skills
- Ability to manage multiple tasks, projects, and responsibilities successfully
- Ability to apply critical thinking skills in rendering solutions to various issues
- Ability to collaborate effectively with District personnel, the general public, and work with diverse groups of people

Physical Demands and Work Environment

- Ability to read small print and view a computer screen for prolonged periods.
- Ability to tolerate exposure to noisy conditions.
- Ability to be understood in face-to-face communications, to speak with a level of proficiency and volume to be understood over a telephone or computer.
- Ability to use hands to grasp and manipulate small objects; manipulate fingers, twist and bend at wrist and elbow; extend arms to reach outward and upward; use hands and arms to lift objects; turn, raise, and lower head.
- Ability to lift, push, pull, and/or carry objects that weigh as much as 25 pounds or more frequently.
- Ability to encounter constant work interruptions; work cooperatively with others; work independently; work indoors.
- Ability to read, write, understand, interpret, and apply information at a moderately complex level essential for successful job performance; math skills at a high school proficiency level; judgement and the ability to process information quickly; learn quickly and follow verbal procedures and standards; give verbal instruction; rank tasks in order of importance; copy, compare, compile and coordinate information and records. Understand how to manage stress.
- Ability to be flexible and adapt as needed between various in-person working environments.
- Ability to perform food preparation and meal service tasks.
- Ability to stand in a school kitchen.

Disclaimer: Information contained within this position specification only summarizes information for interested individuals. The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. If there is a discrepancy between the information in this position specification and the current documents obtained in the Division of Human Resources, the latter will always govern. The DeKalb County School District reserves the right to modify, alter, or discontinue these reference materials for any reason.

Reviewed/Revised: 11/18/2025



By signing below, I agree that I have read and understand the requirements and the essential functions of this position.

Employee: _____ Date: _____

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