SCHOOL DISTRICT OF INDIAN RIVER COUNTY
MARKETING / QUALITY CONTROL SPECIALIST
JOB DESCRIPTION

QUALIFICATIONS:
(1) Associates degree from an accredited university or college; Bachelor’s degree in business management, marketing, or related field preferred.
(2) Two (2) years of experience in child nutrition program preferred.
(3) Two (2) years of professional work experience in marketing, public relations, social media, and/or promotions.
(4) Computer experience.
(5) Valid Florida driver’s license.
(6) Satisfactory criminal background check and drug screening.

KNOWLEDGE, SKILLS AND ABILITIES:
Ability to communicate effectively both orally and in writing. Ability to plan, organize and prioritize activities related to assignment. Ability to carry out job responsibilities and handle sensitive information in a confidential manner. Ability to work independently and make decisions with minimum supervision to ensure accurate and timely results. Ability to handle multiple tasks in a professional and courteous manner. Ability to work cooperatively with others. Demonstrate the ability to supervise employees. Ability to establish and maintain effective working relationships with students, staff, and the community. Ability to effectively present information in one-on-one, small group, and large group situations. Knowledge of social media principles and practices.

REPORTS TO:
Food Service Director

JOB GOAL
To provide assistance with quality assurance measures for the child nutrition practices by creating and implementing programs designed to train employees in all aspects of job performance. To assist food service managers with monitoring program compliance with department, local, state, and federal policies that regulate the child nutrition operation. To create marketing and/or promotional activities to promote the program.

SUPERVISES:
Assigned personnel

PERFORMANCE RESPONSIBILITIES:
Service Delivery
*(1) Provide administrative support to the Food and Nutrition Services department.
*(2) Coordinate and supervise promotional and marketing campaigns conducted in the department to enhance the program and increase revenue.

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Pay Grade Revised: 06/13/22
MARKETING / QUALITY CONTROL SPECIALIST (Continued)

*(3) Assist FNS managers in the implementation of marketing and/or promotional strategies.
*(4) Update training materials to achieve program standards.
*(5) Provide comprehensive training in the areas of professional development and quality assurance to improve the skills of the FNS employee.
*(6) Coordinate the interaction with FNS department, schools, and partner agencies in developing marketing materials and programs to promote, educate, and inform citizens of programs and services.
*(7) Assist managers with new employee training.
*(8) Manage and develop content for engaging, innovative social posts and campaigns.
*(9) Coordinate special events and community outreach efforts (may require an occasional night or weekend availability).
*(10) Coordinate summer feeding program.
*(11) Complete applications required for FNS programs, including NSLP, SFSP, ASSP, and SSO, as well as contract renewal documentation.
*(12) Assist with tracking all FNS employees’ professional development credit hours according to federal regulations.
*(13) Conduct market research to determine the market requirements for existing and future services.
*(14) Develop and execute content initiatives, campaign assets, print copy, brochures, presentations, advertising, messaging, videos, and more to drive engagement and promote the child nutrition program.
*(15) Demonstrate initiative in the performance of assigned responsibilities.
*(16) Drive department van as needed.

Employee Qualities/Responsibilities
*(17) Meet and deal effectively with the general public, staff members, parents, administrators and other contact persons using tact and good judgment.
*(18) Follow attendance, punctuality and other qualities of an appropriate work ethic.
*(19) Ensure adherence to good safety standards.
*(20) Maintain confidentiality regarding school/workplace matters.
*(21) Model and maintain high ethical standards.
*(22) Maintain expertise in assigned area to fulfill position goals and objectives.
*(23) Participate successfully in the training programs offered to increase skill and proficiency related to assignment.

Inter/Intra-Agency Communication and Delivery
*(24) Exercise service orientation when working with others.
*(25) Keep supervisor informed of potential problems or unusual events.
*(26) Use effective, positive interpersonal communication skills.
*(27) Respond to inquiries and concerns in a timely manner.
*(28) Serve on school/district committees as required or appropriate.

System Support
*(29) Exhibit interpersonal skills to work as an effective team member.
*(30) Follow federal and state laws as well as School Board policies, rules and regulations.
*(31) Demonstrate support for the school district and its goals and priorities.
*(32) Demonstrate initiative in identifying potential problems or opportunities for improvement.
MARKETING / QUALITY CONTROL SPECIALIST (Continued)

*(33) Prepare or assist in the preparation of all required reports and maintain all appropriate records.
*(34) Participate in cross-training activities as required.
Perform other tasks consistent with the goals and objectives of this position.

*Essential Performance Responsibilities

PHYSICAL REQUIREMENTS:
Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

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TERMS OF EMPLOYMENT:
Confidential/Managerial Pay Grade G 250 days worked per year (12 months)
FLSA Exempt

EVALUATION:
Performance of this job will be evaluated in accordance with provisions of the Board’s policy on evaluation of personnel.