

Hernando County School Board Florida

FLSA: Non-Exempt, Non-Union

FOOD AND NUTRITION SERVICES MARKETING/TEAM DEVELOPMENT **ASSOCIATED DIGITAL MARKETING SPECIALIST**

Required Qualifications:

- ~~Associate's Degree in Marketing, Public Relations or closely related field from an accredited institution, or 3~~ One - years' experience in Marketing or Team Development ~~Public Relations~~
- Knowledge of online marketing channels and social media platforms.
- Ability to design creative content.
- Experience in content management.
- Computer knowledge and skills.
- Knowledge of office practices and procedures.
- Ability to work effectively with coworkers and the general public.
- Ability to handle several job responsibilities simultaneously and meet project deadlines .
- ~~Ability to attend meetings and activities after hours~~

Desired Qualifications:

- Experience in graphic design.
- ~~Experience with basic bookkeeping~~

Performance Responsibilities:

- ~~Assist in Pitch~~, creating and coordinating projects ~~for to Food and Nutrition Marketing market District and Team Development community activities and showcase students and staff.~~
- Monitor ~~District~~ Food and Nutrition social media platforms to increase positive regard for the District and the Food and Nutrition Services department.
- Track and analyze social media analytics to identify areas of success or improvement to increase reach and engagement .
- Research, strategize and execute web/social media campaigns highlighting Food and Nutrition Services school and District initiatives, staff and students .
- Manage social media archiving .
- Schedule social media posts for various school sites on a daily basis.
- Assist in the creation and design of marketing and training materials.
- Develop a positive relationship with school staff ~~in order to to~~ gather timely information of upcoming events.
- Create original content in ways that helps ~~to~~ increase positive regard from families and community
- ~~Provide support to schools to improve engagement on social media platforms.~~
- Provide photography and video editing support as needed.
- Disseminate crisis communications in a timely manner for the Food and Nutrition Department.
- Manage flyer approval process at the direction of the Director of Food and Nutrition.

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- ~~Perform bookkeeping and payroll duties for the Communications & Government Relations Department~~
 - ~~Maintain televised bulletin board.~~
- Assist the Marketing/Team Development Manager with Marketing initiatives and department events.
- Assist the Marketing/Team Development Manager with food and nutrition orientation, training and leadership meetings.
- Perform other duties as assigned by the Marketing/Team Development Manager ~~the Public Information Officer~~ and/or designee .

Physical Demands:

Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force regularly or as needed to move objects.

Reports to:

Reports directly to the Marketing/Team Development Manager ~~Coordinator of Communications and Government Relations~~ and/or designee.

Evaluation:

Annual Evaluation completed by the Marketing/Team Development Manager ~~Coordinator of Communications and Government Relations~~ and/or designee .

Terms of Employment:

12-month employment

Salary:

Salary based upon approved salary schedule – Confidential Level F ~~J~~

Job Code:

62022

Board Approved: 6/25/19-6/11/2024

Revised: 11/19/24-11/19/24

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Food and Nutrition Services Marketing Team Development Associate ~~Digital Marketing Specialist~~