

# Hernando County School Board Florida

FLSA: Non-Exempt, Non-Union

## FOOD AND NUTRITION SERVICES MARKETING/TEAM DEVELOPMENT ASSOCIATE

### **Required Qualifications:**

- One year's experience in Marketing or Team Development.
- 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.

### **Desired Qualifications:**

- Experience in graphic design.

### **Performance Responsibilities:**

- Assist in creating and coordinating projects for Food and Nutrition Marketing and Team Development.
- Monitor 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 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 to gather timely information of upcoming events.
- Create original content in ways that help increase positive regard from families and community.
- Provide photography and video editing support as needed.
- Disseminate crisis communications in a timely manner for the Food and Nutrition Department at the direction of the Director of Food and Nutrition.
- 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 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 and/or designee.

**Evaluation:**

Annual Evaluation completed by the Marketing/Team Development Manager and/or designee.

**Terms of Employment:**

12-month employment

**Salary:**

Salary based upon approved salary schedule – Confidential Level F

**Job Code:**

Board Approved: 6/11/2024

Revised: 11/19/24

Food and Nutrition Services Marketing Team Development Associate