

JOB DESCRIPTION

Job Title Coordinator Training and Marketing
Reports to Assistant Director
Dept/School Food and Nutrition Services

Job Title Code 160938EF
Wage/Hour Status Exempt
Pay Grade 101
Date Revised March 27, 2025

Primary Purpose

Coordinate, develop, implement, and evaluate the Child Nutrition Program (CNP) on-site training activities for CNP employees. Coordinate, develop, implement, and evaluate the CNP nutrition education and marketing program.

Education/Certification

- High School Diploma/GED and 60 plus college credit hours

Special Knowledge/Skills

- Strong computer skills and knowledge of software applications
- Ability to assess, develop, coordinate, and evaluate a variety of training programs and standard operating policies and procedures
- Knowledge of methods, materials and equipment used in food preparation and related training activities
- Effective planning and organizational skills including the ability to handle multiple assignments and prioritize work
- Ability to work independently with minimal direction and to meet schedules and timelines
- Effective verbal and communication skills including strong interpersonal skills

Experience

- Two (2) years' experience in providing on-the-job training and ability to train personnel using effective presentation skills for diverse audiences

Major Responsibilities and Duties

Training

1. Collaborate with CNP administrative team to assess plan, develop, coordinate, monitor and evaluate department training programs
2. Implement best practices and principles for training.
3. Manage and coordinate cyclical training calendar and training scheduling to meet established training goals.
4. Assist CNP administration with tracking the training program participants, progress, and assignment completion.
5. Conduct "hands-on" training sessions and "train-the-trainer" training sessions.
6. Stay abreast of current training and evaluation methods, techniques, and practices.
7. Conduct needs assessments to identify skills or knowledge gaps and develop solutions and/or recommendations to address the gaps.
8. Collect feedback through participant surveys and follow-up sessions.
9. Work with EPISD Staff Development and Risk Management to ensure compliance with district and state-mandated professional development requirements and database systems.
10. Provide input to FNS Director on training budget.

Marketing

11. Collaborate with CNP administrative team and EPISD Community Engagement Department to assess department and school-based marketing needs.

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12. Develop, implement, and evaluate comprehensive CNP short and long-term marketing plans, campaigns, and strategies to meet identified customer needs and to attract students, parents, teachers, administrators, support staff, and community with the goal to increase meal participation and brand awareness.
13. Manage on-going marketing and advertising campaigns while ensuring that every initiative is aimed at increasing student meal participation and brand awareness.
14. Coordinate and conduct an on-going evaluation of the marketing plan.
15. Collaborate with CNP administrative team to develop and implement meal promotions and nutrition education and marketing activities to foster excitement and increase meal participation at grade levels.
16. Implement FNS marketing template for introduction of all new menu items.
17. Coordinate and assist in maintenance and updates to FNS website, social media platforms, and menu viewing/advertising software.
18. Prepare, distribute, collect, and analyze customer needs and satisfaction surveys.
19. Monitor and maintain promotional materials inventory.
20. Collaborate with CNP administrative team to develop, implement, and evaluate student Youth Advisory Committee activities to include analyzing the acceptance of current and potential future menu items.
21. Participate in Menu Planning Committee and evaluate current menu item acceptance via evaluation of FNS software report data and cafeteria manager surveys.
22. Provide input to FNS Director on marketing budget.

Other

23. Maintain updates to the TEAMS School Site Forms
24. Maintain updates to the FNS electronic recipe book.
25. Participate as a member of the Food Safety Committee and assist in updating/modifying food safety standard operating procedures.
26. Cross-train with CNP Production Coordinator for coverage purposes.
27. Input menu items, nutrient, and allergen information into FNS software menu data base.
28. Develop and maintain good public relations with staff and allied groups.
29. Perform other duties as assigned by supervisor.

Supervisory Responsibilities

None

Equipment Used

Computer, printer, fax machine, phone, and adding machine.

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

- Maintain emotional control under stress. Prolonged use of computers and repetitive hand motions. occasional standing, walking, pushing, and pulling; moderate lifting and carrying. Some stooping, bending, and kneeling; limited exposure to extreme hot and cold temperatures.

Terms of Employment

221 days; salary to be established by the Board of Trustees

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: _____
Job Title: _____



EL PASO
INDEPENDENT
SCHOOL DISTRICT

JOB DESCRIPTION

Date: _____

Approved: _____

Job Title: _____

Date: _____

My supervisor has reviewed this job description with me and has provided me with a copy.

Employee: _____

Date: _____

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El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.