

<b>JOB TITLE:</b>	Dietitian Nutr Edu & Marketing
<b>REPORTS TO:</b>	Asst Dir CND
<b>DEPARTMENT/CAMPUS:</b>	Child Nutrition
<b>FLSA STATUS:</b>	Exempt

**JOB PURPOSE SUMMARY**

The Nutrition Education & Marketing Dietitian leads the planning, implementation, and evaluation of districtwide nutrition education, marketing, and wellness initiatives to support student health, increase meal participation, and advance Child Nutrition Department goals. This position integrates evidence based nutrition education and federal compliance with strategic brand management, marketing, and community engagement to promote healthy eating behaviors and a positive school nutrition environment. The Dietitian collaborates with district leadership, campus staff, students, families, and community partners to deliver engaging educational experiences, oversee wellness programming, manage branding and communications efforts, and ensure aligned, effective messaging across all platforms. The role also provides leadership through SHAC participation, intern preceptorship, staff training, budget management, and continuous program improvement rooted in data and best practices.

**KEY FUNCTIONS, ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.  
May be required to perform other related duties as assigned.**

**Nutrition Education and Program Management**

- Develop and deliver nutrition education initiatives ensuring alignment with USDA regulations, program goals, curriculum standards, and student wellness objectives
- Collaboratively implement and maintain the Child Nutrition hydroponic garden and nutrition learning lab to support hands-on learning experiences
- Conduct cooking demonstrations and interactive activities that teach students about food preparation and healthy eating
- Develop, maintain, and distribute nutrition education materials across digital platforms, social media, websites, and print media
- Collaborate with school administrators, teachers, parents, and community partners to promote nutrition education initiatives
- Provide training to food service staff, teachers, and other personnel on nutrition education best practices and how to incorporate healthy choices into the school environment
- Assist with the design and delivery of staff development and employee training programs
- Evaluate program effectiveness using participation, feedback, and outcome data; implement continuous improvements
- Lead the development of the nutrition education budget for effective use of funds and pursue grant opportunities to support departmental and program goals

**Brand Management and Marketing**

- Lead strategic planning, development, and execution of branding and marketing initiatives that promote Child Nutrition programs, meal participation, and wellness awareness
- Translate Child Nutrition leadership vision into clear, effective marketing campaigns and deliverables
- Manage internal and external marketing partners, including designers, printers, vendors, copywriters, and production teams
- Maintain brand standards and provide guidance to ensure consistent use across all marketing, publications, promotions, and social media
- Write, edit, design, and publish communications supporting all divisions and functions of Child Nutrition, including newsletters, websites, social media, parent notifications, and promotional materials
- Participate in campaign planning meetings and present creative and strategic recommendations to internal and external stakeholders
- Evaluate marketing effectiveness; recommend and implement improvements based on data and feedback
- Facilitate student and staff focus groups and customer surveys to inform menu development and marketing strategies
- Manage the annual graphics and marketing budget

## Community Engagement

- Plan and deliver districtwide wellness initiatives, including Harvest of the Month, health fairs, food competitions, wellness events, food fairs, and student taste tests
- Serve as an active member of the district's School Health Advisory Council (SHAC), and lead the Nutrition sub-committee
- Serve as a nutrition education and marketing resource for students, parents, staff, and community partners
- Advocate for healthy school environments, including nutrition compliant vending options and healthy food choices at school events
- Foster an inclusive environment that encourages respectful feedback and continuous improvement

## Leadership and Professionalism

- Lead the SHAC Nutrition sub-committee, including organizing meetings, setting objectives, and reporting progress
- Serve as a preceptor for Child Nutrition Dietetic Interns, ensuring completion of required competencies and providing meaningful feedback
- Model professional, ethical, and responsible behavior in all interactions and decision making
- Maintain current knowledge of nutrition science, dietary guidelines, and emerging health and wellness trends to inform best practices in child nutrition and support evidence-based program development and decision making
- Communicate effectively with students, staff, parents, interns, and administrators to support departmental goals
- Participate in recruitment, screening, interviewing, and hiring processes for assigned staff, ensuring alignment with departmental needs

## SUPERVISORY RESPONSIBILITIES

- None

## QUALIFICATION REQUIREMENTS

*To perform this job successfully, an individual must be able to perform each of the above essential duties satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities, required unless otherwise stated as preferred. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

## EDUCATION REQUIRED

Education Level	Details
Bachelor's degree	in Food and Nutrition, nutrition education, dietetics or related field from an accredited college or university
Master's degree	preferred

## LICENSE/CERTIFICATIONS REQUIRED

Enter Licenses/Certifications	Details
Registered Dietitian with a Valid Texas Dietitian License granted by the State of Texas Board of Dietitians	required

## WORK EXPERIENCE REQUIRED

Years of Experience	Type of Experience
Minimum of 1 year	in nutrition, dietetics or food management system

## OTHER SKILLS and ABILITIES REQUIRED

- Above average ability to develop and deliver training to adults and school age learners

## OTHER SKILLS and ABILITIES REQUIRED

- Strong computer skills including all Microsoft Office products and the ability to learn new systems and software
- Ability to develop ideas, create goals and market school food service
- Ability to plan special menus and training needs as required by analyzing special orders by physicians
- Effective organization, communication and interpersonal skills, both verbal and written
- Ability to demonstrate good reasoning and analyzing skills
- Ability to understand and follow verbal instructions
- Experience in a Texas public school food service operation preferred
- Valid drivers license and reliable transportation
- Ability to work after hours or on weekends, as needed
- Proficiency in multiple visual programs including; Adobe Creative Suite - InDesign, Illustrator, Photoshop, Acrobat, premiere, Quark Xpress, Microsoft Office, Canva, IMovie or other video and audio editing programs

## PHYSICAL REQUIREMENTS/WORKING CONDITIONS

*The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is performed in classrooms, offices, work stations and meeting rooms.*

*The position requires occasional walking, standing, sitting, bending, stooping, kneeling, crouching, crawling, and lifting/carrying work related items weighing less than 40 pounds, such as books, papers and presentation materials. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus. Attendance at conferences and professional development is required. Work involves everyday risks and discomforts which require normal safety precautions when operating equipment or performing job duties. May work prolonged or irregular hours and must be able to maintain emotional control under stress.*

This position may require travel to various campuses, district meeting sites and to conferences/meetings in and out of state. This position may require the employee to work some evenings and weekends.

## STIPEND

**Stipend Description:**

**Date Revised:** 4/2/2026

**Stipend Amount:**

**DEPARTMENT/CAMPUS:**

**Stipend Description Owner:**

**Stipends Submitted By:**

## QUALIFICATIONS

## STIPEND GOAL:

## ESSENTIAL DUTIES AND RESPONSIBILITIES

## WORK ENVIRONMENT:

## STIPEND NOTICE:

***This stipend description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor. This stipend description may be revised upon development of other duties and changes in responsibilities.***

**The Supplemental Duty Stipend and Stipend Schedule is separate from and is not part of the Teacher Salary Schedule or the Compensation Plan.**

**Receipt of stipends is contingent upon the completion or fulfillment of the minimum standards established by the appropriate department.**

**If an employee does not work the complete school year work calendar, then any recurring stipend will be paid on a prorated basis of the actual days worked.**

**If an employee fails to meet all of the criteria stipulated, the stipend may be prorated, removed, or recovered. The employee will then be notified of the terms for repayment by the Human Resources Department.**

**The assignment may be discontinued at any time for any reason, or no reason, by either party. The assignment of these duties shall not create any expectation of continued assignment to that same duty or any other duty.**

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**It is the responsibility of the Campus or Department enlisting an employee for supplemental stipend duty to confirm eligibility with Human Resources and submit for processing.**

**Employee Name (Please print): \_\_\_\_\_ Date:**  
\_\_\_\_\_

**Employee Signature: \_\_\_\_\_**

**Campus/Dept. Administrator Name (Please Print): \_\_\_\_\_ Date:**  
\_\_\_\_\_

**Campus/Dept. Administrator Signature: \_\_\_\_\_**

**This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.**