

Development and Marketing Coordinator - Child Nutrition - (260001Y3)

Description

Job Overview

The Recipe Development and Marketing Coordinator for the Child Nutrition Department ensures compliance with all federal, state, and local nutrition regulations, including those established by the United States Department of Agriculture (USDA), the Texas Department of Agriculture (TDA), and district policies. This role is responsible for maintaining accurate documentation, including standardized recipes and production records. In collaboration with the Child Nutrition team, this CND Coordinator is responsible for the development, testing, and standardization of recipes that meet nutritional guidelines, support menu innovation, and ensure operational feasibility across all campuses. This position also utilizes strategic brand management, marketing, and community engagement to promote healthy eating behaviors and a positive school nutrition environment. The CND Coordinator collaborates with district leadership, campus staff, students, families, and community partners to manage branding and communications efforts and ensure aligned, effective messaging across all platforms. In addition, this CND Coordinator supports nutrition education initiatives and wellness programs that promote healthy eating, physical activity, and a positive school nutrition environment for both students and staff.

Position Description

Essential Duties and Responsibilities

Recipe Development & Menu Innovation

- Collaborate with the Child Nutrition team and vendors to develop, test, and standardize recipes that meet USDA meal pattern requirements and district nutrition standards
- Collaborate with the Special Diet Dietitian to develop and modify recipes to accommodate special dietary needs, including allergen-free, gluten-free, texture-modified, and medically necessary diets
- Conduct nutrient analysis to ensure all recipes meet federal and state nutritional guidelines
- Assist with the evaluation of recipes for operational feasibility, including preparation methods, equipment needs, staff skill levels, and production scalability across campuses
- Perform product testing and student acceptability assessments to support menu adoption and participation
- Perform initial standardization of new recipes using Child Nutrition software with clear instructions, portion sizes, yields, and production guidelines for consistent implementation
- Collaborate with procurement and operations to align recipes with approved products, cost targets, and commodity utilization
- Assist with the maintenance of the district recipe database, ensuring accuracy of ingredients, production records, and credited components
- Support cycle menu development by incorporating new recipes that balance nutrition, cost, student appeal, and operational efficiency

- Assist with providing training and guidance to staff on new recipes, preparation techniques, and best practices for execution

Training, Communication & Support

- Develop and deliver staff training on recipe implementation
- Assist in designing and delivering staff development programs and onboarding training for new employees
- Collaborate with CND Operations to communicate new recipe procedures clearly to Child Nutrition staff to ensure consistency and understanding
- Collaborate with the Assistant Director of Nutrition and the Dietitian on student appropriate recipe development

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, signage, 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

Program Support, Engagement & Outreach

- Support age-appropriate nutrition education initiatives for students and staff to promote healthy eating and lifelong wellness
- Actively participate in the district's School Health Advisory Council (SHAC) to support wellness initiatives

- Participate in community outreach events such as health fairs, food shows, and student food competitions
- Assist with engagement opportunities including Parent Advisory Committees, Campus Student Advisory Councils, and precepting dietetic interns
- 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

- Engage in ongoing professional development through local, state, and national nutrition organizations
- Stay current on best practices, regulatory updates, and industry trends to continuously improve program effectiveness
- Model professional, ethical, and responsible behavior in all interactions 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

Qualifications

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.

- Associate's degree in culinary arts, food and nutrition, nutrition education, hotel and restaurant management, dietetics, or a related field required
- Bachelor's degree preferred
- Registered Dietitian with a Valid Texas Dietitian License granted by the State of Texas Board of Dietitians preferred
- Minimum of 1 year in culinary arts, nutrition, dietetics, or food management systems
- Above-average ability to develop and deliver training to adults and school-age learners

- 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
- Effective organization, communication, and interpersonal skills, both verbal and written
- Ability to work collaboratively with diverse teams to achieve shared goals
- Ability to demonstrate good reasoning and analytical skills
- Ability to understand and follow verbal instructions
- Experience in a Texas public school food service operation preferred
- Valid driver's 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.

Additional Information

- 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.