

HOUSTON ISD

General Manager of Strategic Marketing & Communications for Nutrition and Food Services for K-12 Education

Exciting opportunity to make an impact working with nutrition and food services for the largest school district in Texas! Houston ISD currently serves over 215,000 students and supports over 280 schools.

The GM of Strategic Marketing & Communications is responsible for all marketing and communications initiatives, internally and externally, for the Nutrition Services Division. Will work closely with the executive staff, operations, and catering teams to create and implement comprehensive policies and programs related to Nutrition Services marketing, communications, and advertising.

The right candidate should have:

- 1) 5+ years of successful experience in school district business, marketing, advertising, communications, and/or sales
- 2) Ability to work with the internal communication and PR teams to create communication and branding concept programs that can be implemented in school cafeterias and for retail sales
- 3) Will direct, develop, implement, and monitor special initiatives and strategies to improve marketing and communications to staff, families, and civic, business, and community partners.
- 4) Provides leadership and editorial direction for content in system-wide multimedia products, including the HISD and division websites and social media platforms.
- 5) Integrates new media and sales strategies into implementation of communications plans
- 6) Provides input and support for executing rapid system-wide response to emergency and other critical situations
- 7) Bachelor's Degree Required

To Apply:

Please email a resume directly for review to Kelly at: kmarcus@houstonisd.org