Who We Are
The San Francisco Unified School District (SFUSD) is the seventh largest school district in California, serving more than 57,000 students who speak more than 44 documented languages across 132 schools in the city of San Francisco every year. We aim for every student who attends SFUSD schools to discover his or her spark, along with a strong sense of self and purpose, and that all students graduate from high school ready for college and career, and equipped with the skills, capacities and dispositions outlined in SFUSD’s Graduate Profile. Every day in our quest to achieve this mission we provide each and every student the quality instruction and equitable support required to thrive in the 21st century.

What It Means to Work Here
The SFUSD community is unified by our Core Values:

- **Student-centered:** We put students’ needs first
- **Fearless:** We persist through challenges
- **United:** We celebrate and build on each other’s strengths
- **Social Justice:** We stand with those most vulnerable in our community
- **Diversity-driven:** We respect and seek to understand each person

We are also inspired by Vision 2025, which captures our aspirations and vision for the future of public education in San Francisco. Alongside the District’s strategic plan, Transform Learning, Transform Lives, SFUSD is reimagining how public education will change over the next decade to meet the dynamic future of San Francisco. As a CORE district, SFUSD is also a leader in critical systems change for more comprehensive school accountability and innovations that help strengthen the instructional core, which is the foundation of our strategic plan and Vision 2025.

SFUSD’s Student Nutrition Services (SNS) department operates the largest public food service program in San Francisco, serving nearly 40,000 meals and snacks everyday. SNS’s vision is a student centered, equitable, and financially stable school food ecosystem that provides dignified meal experiences and engages all students in a positive food culture. Everyday we nourish SFUSD students with quality food that enables them to live healthy lives and thrive inside and outside the classroom.

Who We Want
We want talented people from diverse backgrounds and experiences, who are committed to and will champion our Core Values, are inspired by our mission steeped in equity, and who are motivated to unleash our children’s potential. We want people who are strong collaborators, skilled communicators, problem solvers and who are comfortable in a community of continuous learning.

SFUSD is committed to offering fresh, healthy, and delicious food to our students in a dignified setting, in alignment with our Core Values, so school meals are the meals of choice. As the Marketing Specialist you will work under the general direction of the Systems and Sustainability Manager to help students understand their options and make informed choices about their food, as well as create awareness among students and adults about the District’s groundbreaking efforts to improve the school meal experience. You’ll be a key voice in changing the perception of school meals in San Francisco, and get to see the impact of your work in the everyday decisions of students to eat healthier, better food.

The Marketing Specialist will:

- Identify student and adult needs, beliefs, and attitudes towards school food and tailor school-level communications to increase student participation in the meal programs
- Design advertisements (e.g., signage, announcements) to build awareness and excitement of daily school meal options; train school staff and do site visits to drive sustained impact
- Develop and manage social media communications strategy across platforms (e.g., Instagram, Twitter) for the department
- Streamline online communications and messaging in coordination with the SNS Engagement team
- Collaborate with SNS Culinary Manager on promotions and taste tests
- Design and manage menu templates for all San Francisco Unified School District sites

*The strongest candidates will have:*
- Ability to create, develop, and implement comprehensive long and short term strategic communications plans tailored to various stakeholder groups
- Knowledge of marketing and brand best practices, including marketing campaign development and execution
- Familiarity with content management processes and systems, as well as hands-on experience posting to popular social media platforms (e.g., Instagram, Twitter)
- Experience identifying relevant tracking metrics for sustained measurement of impact and evaluation of short-term marketing experiments
- Proficiency in Adobe Creative Suite, In-Design, Word, Excel, and PowerPoint
- Awareness of school food landscape, key stakeholders, and current issues
- Thorough attention to detail, project management, and organization skills

**Minimum Qualifications**
- Bachelor’s degree (B.A. / B.S) from an accredited college or university with major coursework in marketing, mass communications, graphic design, public relations, public administration, public policy or related field.
- Two (2) years of professional experience in marketing, advertising, public affairs, public information, public relations social media, digital engagement or similar work.

**Desired Qualifications:**
- Bilingual with proficiency in Spanish or Chinese.
- Proficiency in Adobe Creative Suite

**What We Offer**
SFUSD offers a competitive salary of $76,422 - $92,857 annually commensurate with experience in a similar position. We offer a comprehensive benefits plan including dental and vision plans, a defined benefit pension plan, disability, life insurance, flexible spending account options and vacation time. We also offer an inclusive and equity-centered environment where we encourage staff to bring their whole selves to work.

**How to Apply**
- Visit [www.edjoin.org](http://www.edjoin.org) and create a new account to begin your application.
- You will be prompted to electronically submit the following:
  1. Cover Letter describing your interest and qualifications for Marketing Specialist
  2. Resume highlighting your work experience and expertise
  3. A sample of your design work or link to digital portfolio
- Our Human Resources team will then review your entire application to determine your eligibility status and contact you directly should you move forward in the process.

**Verification**
Applicants may be required to submit verification of qualifying education and experience at any point during the recruitment and selection process. If education verification is required, information on how to verify education requirements, including verifying foreign education credits or degree equivalency, can be found at [http://sfdhr.org/how-verify-education-requirements](http://sfdhr.org/how-verify-education-requirements).

**Note:** Falsifying one’s education, training, or work experience or attempted deception on the application may result in disqualification from this and future job opportunities with the San Francisco Unified School District.
Non-Discrimination Policy

San Francisco Unified School District programs, activities, and practices shall be free from unlawful discrimination, harassment, intimidation, and bullying based on actual or perceived race, color, ancestry, national origin, ethnic group identification, age, religion, marital or parental status, physical or mental disability, sex, sexual orientation, gender, gender identity, or gender expression; or on the basis of a person’s association with a person or group with one or more of these actual or perceived characteristics. This policy extends to San Francisco County Office of Education, including community school programs and activities.