



Title: Digital Marketing Specialist
Type: Full Time
Supervisor: Senior Manager, Marketing & Communications
Location: Irvine, CA (Hybrid)

About TGR Foundation, A Tiger Woods Charity

For more than 25 years, TGR Foundation has worked to create a world where opportunity is universal and potential is limitless. With an unwavering commitment to impact underserved youth, our mission is to empower students to pursue their passions through education. Through innovative STEM coursework, college-access programs, digital platforms and educator professional development, TGR Foundation provides resources and support to help youth connect their passions to their purpose.

Since its launch in 1996, TGR Foundation's education and outreach programs have reached more than two million youth worldwide. Through the funds raised by TGR Live events and advancement/fund development programs, we continue to enhance and expand our programs to serve more students on their path to success.

JOB SUMMARY:

The Digital Marketing Specialist will plan, produce and publish content for TGR Foundation's digital platforms including social media, website, newsfeed and email newsletters. As a member of the Marketing and Communications department, this position requires a strong writer with experience in social media management, copywriting, editing and email marketing. Basic video editing skills preferred.

This position will report directly to the Senior Manager, Marketing & Communications and will work collaboratively across all departments. The primary objective for this position is to highlight the work and impact of TGR Foundation through a daily digital content plan.

DUTIES & RESPONSIBILITIES:

The TGR Foundation Digital Marketing Specialist will perform the following duties as well as other duties as assigned:

- Write, edit and develop compelling social media content that inspires, educates and engages our target audiences of donors, educators, volunteers.
- Lead scheduling, writing/producing and deployment of applicable content to execute the content calendar.
- Assist daily in the planning and managing of the content calendar which consists of social media, email, newsfeed and website content.
- Copywriting and editing for marketing brochures, flyers, website, newsfeed and management presentations as assigned.
- Monitor and maintain best practices in the social and digital content industry to keep TGR Foundation content optimized and trendsetting.
- Assist in the creative development of digital marketing content including editing of graphics, photos and videos for social media.
- Support ongoing tracking and reporting of digital content performance.

- Lead and execute ongoing digital archival of photo and video assets.

POSITION QUALIFICATIONS:

- The ideal candidate will have one to three years working in digital marketing, social media, communications and/or public relations.
- Specific experience executing a content calendar and copywriting required
- A four-year college degree, preferably in Marketing, Communications or Public Relations
- Experience using WordPress, email marketing systems and social media management tools are a plus.
- Video editing and content production experience a plus
- Detail-oriented, responsible and dependable self-starter
- Interpersonal skills conducive to working collaboratively with various stakeholders
- Self-motivated with the ability to multi-task and meet tight deadlines
- Experience working for a nonprofit or education sector a plus

TO APPLY:

Submit cover letter, résumé and three writing samples as a single PDF file to JTate@TGRFoundation.org.

Failure to follow these instructions may cause your application to be dismissed.

No phone calls please. Local candidates only. Not eligible for relocation.

This job description is illustrative of duties typically performed by this job. It is not intended to be an exhaustive listing of each job responsibility. Because job content may change from time to time, the TGR Foundation reserves the right to add and/or delete job responsibilities from this position at any time.