



JOB TITLE: Marketing Manager, CRM & Email
LOCATION: Irvine, CA (Hybrid)
STATUS: Full Time - Exempt (paid vacation, benefits)

ORGANIZATION:

For 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, its 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 two million youth worldwide.

JOB DESCRIPTION:

TGR Foundation is looking for a Marketing Manager specialized in CRM (Salesforce) & email marketing who will execute data-driven initiatives across revenue-generating departments within the organization. This position will report to the Director of Marketing and liaise with marketing, advancement and sales team members who interact with Salesforce and key donation and ticketing platforms. Central functions of this position include developing data-driven marketing strategies, including data segmentation and extraction in support of sales and advancement campaigns along with ongoing database management. Also, this position will plan, develop, and implement strategies for targeted email automation and sales campaigns.

RESPONSIBILITIES:

CRM Management: Manage performance of database marketing systems and integrations between systems including Salesforce and Adobe Engage/Marketo.

- Monitor, manage and maintain data quality and list maintenance including:
 - Deduping of records in Marketo and regular cleansing of lists
 - Set-up normalization programs/practices in Marketo for new data
 - Audit data ingestion as a company into Marketo and Salesforce
- Set-up & maintain automated workflows in Salesforce for donations, grants and corporate donor activations.
- Support lead acquisition opportunities and assist in execution.



Marketing Data Analytics: Drive the company wide data-driven marketing strategy for CRM segmentation, audience profiling and prospect scoring.

- Assist in establishing key KPIs for each campaign; analyze marketing and sales data before, during and following each campaign.
- Support event sales and advancement teams to pull and assign lead lists in CRM using key customer attributes of past buyers/donors, prospects and leads.

Email Automation, Strategy and Execution: Lead and execute email marketing programs and automation campaigns across all departments using Adobe Engage/Marketo.

- Understand the goals and target audience(s) of each department and use a data-driven approach to set up each email automation campaign.
- Effectively execute email marketing campaigns for advancement, events and program departments including:
 - Donor nurturing and new donor procurement
 - Event sponsorships nurturing and ticket sales
- Lead daily email program builds across the organization and manage QA
- Develop and manage the technical implementation of marketing initiatives that involves the website including building landing pages and forms.

EDUCATION, EXPERIENCE & SKILLS REQUIRED:

- Bachelor's degree required; Database Management, Data Analytics, Marketing operations or Computer Science preferred
- 3-5 years of experience with data analysis and CRM marketing
- Experience using Salesforce required. Specific experience using Salesforce Non-Profit Success Pack and/or KORE a plus
- Experience using Adobe Engage/Marketo or similar marketing automation platform preferred.
- Beyond proficient in Microsoft Excel
- SQL, Wordpress knowledge a plus
- A curious mind focused on using data to explore trends and patterns to make informed decisions
- Detailed oriented critical thinker and problem-solver with strong analytical skills



- Ability to operate as both a strategic thinker and an effective team member
- Good time-management skills with ability to manage multiple projects at a time
- Team player with great interpersonal and communication skills

TO APPLY: Please submit the following materials to DMariotti@tgrfoundation.org,
Director, Marketing.

- Cover letter
- Resume
- No phone calls please.

The TGR Foundation is proud to be an Equal Opportunity Employer.

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.