



JOB TITLE: Director, Marketing
LOCATION: Irvine, CA (Hybrid)
STATUS: Full Time - Exempt
SALARY: \$85,000 - \$105,000/year plus a comprehensive benefit package

ORGANIZATION:

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 youth from under-resourced communities, our mission is to empower students to pursue their passions through education. TGR Foundation helps students connect passion with purpose through signature programs focused on in-person project-based learning, skills development, college access, career preparation and educator professional development.

OVERVIEW:

The Director, Marketing will work in the Marketing Department at TGR Foundation (TGRF), reporting to the Senior Director, Marketing & Communications. This dynamic marketing leader will deliver results, growing the TGR Foundation brand and expanding awareness of our impact nationwide. This position will work across all aspects of the department including strategic plan development, brand management, email marketing, public relations, project management, content creation, budgeting and reporting.

The position will play an integral role in the department accomplishing its annual goals and supporting TGR Foundation as it actualizes its mission on a daily basis. This position will assist in developing campaigns and deliver results by managing key aspects of marketing including brand management, campaign execution and email marketing. This position will manage the in-house webmaster and serve as the point of contact with various key marketing vendors, supporting the smooth and efficient functioning of technology and its use across the organization. The ideal candidate will be creative, highly organized and a critical thinker with an eye for detail while thinking outside the box. Most importantly, this person holds a true desire to be a champion for youth.

JOB DUTIES & RESPONSIBILITIES:

Marketing Campaign Strategy & Planning

- Collaborate with Senior Director, Marketing and Communications on strategic direction for brand growth and annual campaigns
- Spearhead integrated marketing campaign planning for TGRF, working collaboratively to achieve departmental goals and KPIs annually
- Oversee campaign execution and strategic implementation across applicable marketing channels
- Manage content production process for TGRF brand and annual campaigns, including storyboarding, editing and approvals



- Support digital content production by directly editing video and graphic content, writing emails, newsfeeds and press releases
- Drive brand growth by supporting positioning, identity and voice development supported by market and audience research
- Lead brand management by overseeing the ongoing integration across marketing campaigns and throughout the organization
- Research and develop relationships with strategic content partners and media outlets, maintaining a roster of contacts to drive brand awareness nationwide

Marketing Operational Management

- Project management lead for TGRF, liaise with development, creative services and content teams, keeping projects on-time, maintaining brand standards and alignment to campaigns
- Serve as the in-house martech expert, establish processes and best practices for technology stack; maintaining efficient usage through training and implementation of Wordpress, Marketo, Classy, Promp.io, Workzone and more
- Lead email marketing and data collection initiatives, liaise across departments on data integrations between Salesforce and Marketo, use of data collection forms, database health, audience segmentation, automation, etc
- Manage TGRF website, keeping content up to date and operating at best practice levels, including front-end content edits, SEO, Marketo & Classy integrations
- Lead analytic reporting for department and leadership; ongoing monitoring & measurement of content and web performance while looking out for emerging trends in non-profit marketing
- Manage annual marcomms budget including vendor relations, expense forecasting and tracking
- Collaborate with development department, support ongoing fundraising efforts and assist planning and implementation of cause marketing campaigns

EDUCATION, EXPERIENCE & SKILLS:

- The ideal candidate is a strategic thinker with experience developing new and creative ways to reach target audiences and grow brands
- 6 - 8 years' experience in a marketing department, specific experience at a nonprofit organization preferred
- Bachelor's degree in marketing, advertising, communications or related field
- Strong communicator and storyteller with experience in digital and content marketing; content creation experience using Adobe suite a plus
- Experience with marketing technology preferred, especially email marketing platforms such as Marketo
- Detailed oriented with experience in project management
- Proficient with MS Word, Excel, Powerpoint, Canva
- Ability to meet deadlines with efficient time-management skills



- Strong team player, who thrives in a collaborative environment within the department and with stakeholders, while excelling in an independent environment

TO APPLY: Please submit the following materials to mmoreen@tgrfoundation.org.

- Cover letter
- Resume

Local candidates preferable. Not eligible for relocation.

*No phone calls please.

TGR Foundation is proud to be an Equal Opportunity Employer.

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.