



**Job Title:** Social Media & Marketing Coordinator  
**Location:** Irvine, CA (Hybrid)  
**Status:** Full-Time (Non-Exempt)  
**Salary:** \$50,000 – \$60,000

### **About TGR Foundation**

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 positively impacting the lives of youth from under-resourced communities, our mission is to empower students to pursue their passions through education. TGR Foundation helps students learn, grow and prepare for their futures through a network of TGR Learning Labs and national programs focused on STEAM educational enrichment, health and well-being and career and college readiness.

### **JOB SUMMARY:**

The Social Media & Marketing Coordinator will report to the Senior Manager, of Marketing & Communications. This individual will need to be a creative marketer who loves storytelling through content creation with a passion for driving growth on social media. This person will implement the content calendars for TGR Foundation and its TGR Learning Lab social channels, maintaining a consistent presence on social media while supporting marketing activities for both brands. Key duties for this role include content calendar planning, production, publishing and engagement across digital platforms including social media, website, newsfeed and email marketing.

As a member of the Marketing and Communications department, the primary objective for this position is to highlight the work and impact of TGR Foundation through dynamic, engaging content. This position requires a strong writer with experience in social media management. Reporting directly to the Senior Manager, Marketing & Communications, this person will work collaboratively across all departments to develop social strategy and create engaging content.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Write, edit and produce compelling social media content that inspires, informs and engages our audience, driving growth in followers and engagement.
- Lead daily scheduling and deployment of content to execute the organic social calendar and paid social/search campaigns.
- Develop social media strategy aligned with the monthly content calendar in collaboration with the Marketing team.
- Creative development and production of digital content including editing of graphics, photos and videos.
- Assist the writing and execution of the content calendar and campaigns across all marketing channels including email, newsfeed, blogs and website.
- Support promotion of Learning Labs, programs and partners to drive exposure, awareness and engagement through content and outreach, collaborating with internal stakeholders, external partners and advocates.

- Stay updated on latest on-brand social trends, research, ideate and incorporate best practices across our social channels through testing and analysis
- Analyze social media performance and support ongoing tracking and reporting of overall marketing campaign performance.
- Manage photo and video asset storage and retrieval, maintain folder system and archives, identify selects and retrieve for needs across the organization.
- Manage photo and video vendors, scheduling, processing paperwork and coordinating content shoots
- Attend shoots, events and program activities to support content capturing
- Ensure brand consistency across social channels, support training local support staff on best practices and brand standards for content capturing and posting.
- Perform these duties as well as other duties as assigned with a team first attitude.

**EDUCATION, EXPERIENCE & SKILLS:**

- The ideal candidate has a passion for social media marketing, with strong written and verbal communication skills
- One to three years delivering best practice social media content with experience in communications and/or marketing
- Specific experience executing a content calendar and copywriting required
- A four-year college degree, preferably in Marketing or Communications majors
- Strong experience creating captivating on-brand content, through video editing and design, experience in Adobe Creative Cloud and Canva a plus
- Experience using WordPress, email marketing systems (Marketo) and social media management tools (Sprout Social) are a plus
- Detail-oriented, responsible and dependable self-starter with excellent organization and time management skills
- Ability to work with multiple stakeholders and manage multiple social media accounts and campaigns simultaneously
- 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 [dmai@TGRFoundation.org](mailto:dmai@TGRFoundation.org).

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, TGR Foundation reserves the right to add and/or delete job responsibilities from this position at any time.*