



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

**ORGANIZATION:**

Since 1996, 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 DESCRIPTION:**

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.

As a member of the Marketing department, the primary objective for this position is to highlight the work and impact of TGR Foundation and its TGR Learning Labs through dynamic, engaging content. This position requires a strong writer and content creator 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.

**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 campaigns.
- Plan and develop the monthly social media content calendar in collaboration with the marketing team.
- Creative development and production of social content including editing of graphics, photos and reels/videos.
- Support content creation for digital channels including websites and email
- Build and nurture relationships with content creators, partners and Foundation advocates to drive exposure, awareness and engagement across all active social media channels
- Stay informed on latest social media trends and incorporate best practices across our social media channels with testing and analysis

- Analyze social media performance and support tracking and reporting of overall content 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 as needed
- Ensure brand consistency across social channels, support local Learning Lab staff on best practices and brand standards for content capturing and social 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
- A four-year college degree, preferably marketing or communications majors
- Specific experience executing a content calendar and copywriting required
- Strong experience creating captivating on-brand content through video editing and design, experience in Adobe Creative Cloud and Canva a plus
- Experience using 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 in the education sector a plus

#### **TO APPLY:**

Submit cover letter and résumé as one PDF to [dmai@TGRFoundation.org](mailto:dmai@TGRFoundation.org). Please include your portfolio containing examples of written content, social media graphics and short-form videos.

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.*