



TITLE: Marketing & Communications Coordinator – TGR Live
LOCATION: Irvine, CA (Hybrid)
STATUS: Full Time – (Nonexempt)
SALARY: \$50,000 – \$60,000

ORGANIZATION:

For more than 25 years, TGR Live has exclusively organized and managed fundraising events supporting the TGR Foundation. It focuses solely on creating amazing experiences for the foundation's clients at world-class events. TGR Live provides a variety of services including hospitality management, public relations and marketing, tournament operations, and sponsor sales at PGA TOUR and signature events which benefit the foundation. For more information, visit TGRLive.com.

POSITION DESCRIPTION:

The Marketing & Communications Coordinator will assist in the development and implementation of integrated marketing and communication plans for TGR Live and its event portfolio. As a member of the Marketing and Communications department, this position requires a strong writer with experience in copywriting, social media management, and email marketing. This position will report to the Director, Event Marketing & Communications and will work collaboratively across several departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Marketing & Communications Coordinator will perform the following duties as well as other duties as assigned:

- Execute social media and email content calendar; manage the creation process, scheduling, and deployment of these campaigns including editing of graphics and photos
- Support email planning and execution for events including content planning, drafting program deployment and reporting in Marketo
- Write and edit copy for a variety of materials generated to support the events, including but not limited to social media, blogs, sales materials, collaterals and fact sheets
- Support in updating event website with new copy and photos
- Support sales teams in development and updating of pitch decks
- Liaise across departments to plan and implement photo needs and sponsor integrations
- Fulfill sponsor activation for digital marketing deliverables
- Support ongoing tracking and reporting of digital content performance
- Other duties as assigned

EDUCATION, EXPERIENCE & SKILLS:

- The ideal candidate will have one to three years working in digital marketing, social media, communications and/or public relations
- Experience working in live events, preferably in the sports industry
- Specific experience executing a content calendar and copywriting required
- A four-year college degree, in Marketing, Communications, Public Relations or a related field
- Experience using Adobe Creative Suite, WordPress, email marketing systems and social media management tools are preferred
- 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
- Support TGR Foundation mission, vision and core values

TO APPLY:

Submit a cover letter, resume and two writing samples as a single PDF file to Teamwork Online.

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

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

TGR Live is proud to be an Equal Opportunity Employer.

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