

### **ARI Employment Opportunity: Development Marketing Manager**

Does your heart beat faster at the thought of designing a vision for a marketing campaign that people will remember for years? Do you have an interest in Ayn Rand's philosophy of Objectivism and the ability to write about it clearly to different audiences? Do you approach marketing with a customer experience perspective, seeking to understand your audience first? Do you have experience with and/or a passion for fundraising?

Then you might be the development marketing manager we're looking for!

We're looking for a one-of-a-kind person to join us in working closely with our fundraising team on all things donor marketing.

#### **The qualities we're seeking include:**

- You get excited by the idea of brainstorming all the creative ways to entice and retain donors.
- You're highly skilled at thinking from the perspective of your audience (in this case, our donors) in service of creating the best possible experience for them at every touchpoint.
- You have an interest in the Ayn Rand Institute's mission and at least a casual familiarity with the philosophy of Objectivism (we're willing to train the right person at a deeper level).
- Top-notch written communication—especially of the kind that motivates people to spend money and make difficult changes in their lives; bonus if you have experience copywriting marketing and sales emails and/or landing pages.
- High level of professionalism and ability to keep a cool head under pressure.
- 4+ years of experience in marketing, sales, or operations in a marketing-focused business desired.
- Sound design judgment—you're not a designer yourself, but you know good design when you see it, and you're capable of collaborating with an experienced designer to produce beautiful work for both print and digital experiences.
- Experience with giving creative direction to video producers and editors a plus.
- Experience with production of printed marketing materials also a plus.

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### Responsibilities:

- Create strategic plans for and drive execution of marketing campaigns targeted toward acquiring new donors, upselling to existing donors, and re-engaging lapsed donors.
- Collaborate with our marketing director, other marketing product managers, designers, writers, and video editors on creative direction of marketing materials and campaigns.
- Work closely with our director of development and others on our fundraising team to understand our donors and help shape the voice of our communications with them from a marketing and customer experience perspective.
- Analyze, understand, and use data to inform marketing decisions.
- Manage ARI Membership program communications to acquire new members, retain and upsell existing members, and win back lapsed members.
- Help develop promotional plans for new books published by the Institute.
- Research and stay up-to-date with relevant trends in corporate and foundation giving strategies.
- Assist with event marketing and communications.

### Hours:

This is a full-time role.

We generally work a Pacific Time business day, 9 am – 5 pm PT. You should have at least 5 hours of overlap with us and/or be willing to work within those hours (i.e., if you're in Europe, you don't mind working nights). You'll need consistent availability between 9 am and 3 pm PT for video call meetings. Most of your team in marketing are in Central and Eastern Time, with many of your cross-functional contacts in Pacific Time.

### About Us and How to Apply:

The Ayn Rand Institute (ARI) fosters a growing awareness, understanding and acceptance of Ayn Rand's philosophy, Objectivism, in order to create a culture guided by reason, rational self-interest, individualism and laissez-faire capitalism—a culture in which individuals are free to pursue their own happiness.

To be considered, please send a cover letter that addresses why you'd be a good fit for this role to our Marketing Director Rachael Mare at [careers@aynrand.org](mailto:careers@aynrand.org). If this role excites you but you're not sure you have all the right qualifications, please apply; we'd love to talk to you.

Looking forward to meeting you!

[continued](#)

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### Seeking ways to get established, make connections and start your career?

#### Consider ARI's Junior Fellows Program

Be part of the fight for a rational culture! Join ARI's Junior Fellows Program, designed to help you become an Objectivist intellectual who will be engaged in today's issues and debates. If you're accepted into this unique program, you'll join ARI's team in Santa Ana, California, for up to one year, working on large-scale editorial projects while deepening your understanding of Objectivism. Salary and other perks apply. [Learn more.](#)

#### Consider Seasonal Internships

Seasonal internships at ARI are offered in the fall, spring and summer through a partnership with the Charles Koch Institute. Additional information about the ARI internship program can be found at [AynRand.org/students/internships](http://AynRand.org/students/internships). Additional information about the Charles Koch Institute's paid-internship program can be found at <http://cki.io/ApplyKIP>.