

ARI Employment Opportunity: Digital Marketing Assistant

Do you have unparalleled detail orientation? Do you spot even the smallest of errors – and yet can also track and manage a bunch of different projects? Do you plan things down to the smallest detail, but have flexibility and a positive attitude if things don't go exactly as planned? Do you have experience managing content in a CMS like Wordpress? Are you interested in supporting the spread of Ayn Rand's philosophy of Objectivism by working with the Ayn Rand Institute?

Then you might be the Digital Marketing Assistant we're looking for!

We're seeking someone growth-oriented to join our high performing and growing marketing team. The Digital Marketing Assistant will manage all copy and image updates to our websites, as well as contributing to the healthy management of our email lists.

The Qualities We're Seeking Include:

- You're super detail oriented—making sure you've used the correct link, included the right images, and haven't made any spelling errors comes naturally to you, and you care a lot about getting the details right.
- You're flexible, reliable, responsive, and proactive—you're there in a pinch when a last-minute change has to be made, you communicate consistently, and you don't wait to be told what to do but dive in to figure it out. We need to be able to trust your discerning, detailed eye, without having to hold your hand too much on a day-to-day basis.
- You have experience updating content in Wordpress—adding images, making copy changes, and catching design errors that need fixing. You're sensitive to proactively figuring out what you can do on your own, but know when to bring in someone with more experience when something's beyond your scope.
- You have some experience using email marketing software such as Hubspot, Mail Chimp, ConvertKit, etc., and are comfortable learning the ins and outs of Hubspot if you haven't used it in particular.
- You have a basic understanding of A/B testing and email deliverability principles and are excited to learn more.
- High level of professionalism and ability to keep a cool head under pressure.
- You have an interest in the Ayn Rand Institute's mission and you support or are open to learning more about the philosophy of Objectivism (you don't have to know everything about Objectivism, but you do need to be excited about coming to work for the Institute)

[continued](#)

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- Experience working remotely and independently are huge pluses.
- 1+ years of experience managing content in Wordpress, including updating copy and images, desired. Experience with working in Elementor on websites preferred.
- 1+ years of experience with email marketing preferred, especially sending and/or building campaigns and workflows in Hubspot, Mail Chimp, ConvertKit, etc.
- Project management skills and experience are also a plus.

Responsibilities:

- You'll manage the details for the marketing team. You'll update all the images and copy in existing webpages and help us get the details right when building new ones.
- You'll also be the frontline of our QA system for emails and websites. We haven't previously had a dedicated QA person, and we would love for you to own this and proactively help us build out a detailed, formal QA process.
- You'll train on sending marketing emails in Hubspot, building email templates, setting up lists and automations for email sequences, building landing pages with copy & images provided, and helping maintain contact lists and checking on everything that's not quite right.
- You'll report on how split tests and marketing campaigns performed

About the Role:

This position is part-time contract to start, about 15 hours per week, with the possibility of growing into full-time for the right person. The Ayn Rand Institute has offices in Santa Ana, CA, but much of the Institute's team is remote, with the entire marketing department being fully remote. 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.

About Us & 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 and your resume to the attention of our Marketing Director Rachael Mare at careers@aynrand.org.

Looking forward to meeting you!