

ARI Employment Opportunity: Social Media Specialist

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.

ARI seeks a Social Media Specialist to maintain and grow ARI's social media presence by fostering an online community across social media platforms, and leveraging these channels to connect our followers with ARI programs and events. By growing the community of engaged followers, the Social Media Specialist will introduce an ever-growing audience to Ayn Rand's ideas and to ARI offerings. This work will help members of the online community to better understand Rand's ideas and to apply them in improving their lives while advancing ARI's mission of spreading Objectivism.

This position is remote and reports to the Marketing Director.

The ideal candidate will have the following qualifications:

- Familiarity with Ayn Rand's writings and knowledge of Objectivism.
- Candidates should have experience managing Facebook, Twitter and Instagram accounts, and a willingness to learn to use other social media platforms and related tools. Experience with pay-per-click advertising and search engine optimization would be beneficial but is not required.
- Excellent professional and interpersonal communication, attention to detail, organizational and problem-solving skills, as well as the ability to work independently.

Social Media Specialist responsibilities:

- Build a growing and engaged community of followers across social media platforms.
- Update and moderate social media platforms to engage followers and connect them with compelling content.
- Drive traffic to product and event registration pages and ARI content.
- Plan and write key messages to promote ARI activities and programs.
- Collect statistics and measurements of community engagement.
- Keep up-to-date on and advise management on trends, innovations and best practices in social media.
- Work with the marketing team, support the creation of and monitor social media advertising for events and programs.

[continued](#)

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Careers



- Work with event producers to ensure high turnout at conferences and provide oversight on livestreaming and social media at the annual Objectivist summer conference (OCON).
- Provide outreach to specific influencers in support of various ARI campaigns and other media/outreach strategies.
- Facilitate Livestream events, including moderation of those events, and maintain ARI's Livestream channel(s).
- Monitor and report social media engagement metrics.
- Other tasks as assigned.

We offer a generous benefits program, including health and dental coverage (at a low cost for full-time employees). We also offer matching funds for a retirement account, a paid-time-off system and ten paid holidays per year. Our office headquarters are located in Santa Ana, California.

Those interested in employment with ARI should forward their résumé and a cover letter with salary expectations to Human Resources, The Ayn Rand Institute, 6 Hutton Centre Dr., Ste 600, Santa Ana, CA 92707-5780, or email careers@aynrand.org. Evidence of eligibility to work in the United States will be required. Candidates to whom an offer is extended are subject to background screening and are required to sign an ARI Employee Confidentiality Agreement.

While we thank all applicants for their interest in employment, we are able to contact only those to whom we can offer an interview. No phone calls, please.

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. Additional information about the Charles Koch Institute's paid-internship program can be found at <http://cki.io/ApplyKIP>.