



DIRECT MARKETING COPYWRITER

The National Office of the **American Immigration Lawyers Association (AILA)** seeks an experienced direct marketing copywriter to support the execution of marketing initiatives, think strategically about targeted messaging, and write persuasive marketing collateral across multiple channels.

OUR WORKPLACE ...

The Marketing and Business Development Department provides leadership and coordination for all marketing functions. It develops, implements, and evaluates marketing strategies and tactics in support of association-wide goals and initiatives. The team is responsible for growing revenue streams and enhancing the organization's image and broadening its appeal.

AILA was named one of the **50 Best Places to Work** by the *Washingtonian Magazine*. Recognized as one of the *Principal 10 Best for Employee Financial Security*. We offer an extremely generous total compensation package (salary and benefits).

YOUR ROLE ...

Artistry in the written word ... through results-oriented messaging, strategically deliver words that encourage target audiences to act. Create innovative and engaging marketing material. Cultivate new ideas and winning creative copy for email, direct mail and online marketing campaigns. Work with project managers, designers and marketing teams to develop and produce effective communications. Responsible for the conceptual development and copy direction of messages and narratives. Collaborate with design team and project managers to brainstorm creative concepts to promote products and services to target markets. Increase brand awareness and visibility.

YOUR BACKGROUND ...

Undergraduate degree in marketing, English, or related area. 3-5 years' demonstrated marketing and copywriting experience. Experience writing winning direct response marketing copy and incorporating proven best practices for optimizing response is required. Experience in a service, subscription or member-driven business, including customer acquisition, renewal, engagement, and win-back programs is desired. Experience in consumer, association or business-to-business environments welcome. Experience writing for the legal community, in addition to direct response expertise, is a bonus, but not required.

HOW TO APPLY ...

We encourage qualified applicants to submit **cover letter, resume, salary requirement and portfolio link** to: AILA-COPY, hr@aila.org. Remember, you're applying for a copywriter position. Be a storyteller, and inspire us to act! EEO. *No calls!* www.aila.org.