



## **SEO/SMO/Google Adwords Volunteer**

### **POSITION OVERVIEW:**

Shule Foundation is looking for an enthusiastic SEO/SMO/Google Adwords volunteer to work with our Marketing and Communications team. This is a great opportunity to enhance your social media/communications skills in relation to the nonprofit sector. The volunteer will work closely with the marketing team to execute SEO/SMO initiatives. The hours are flexible and you can work remotely. Time commitment is approximately 10-15 hours per week. Some training provided.

### **REQUIREMENTS:**

- Understanding of SEO and SMO concepts and application, and ability to share his expertise with the team
- Familiarity with the Analytics and ability to recommend on best actions moving forward
- Familiarity with Google Adwords
- Familiarity with Wordpress built websites
- Audit website to ensure all tracking components are firing correctly
- Excellent communication (verbal, listening and writing) skills and an outstanding attention to detail
- Implement some technical web components for the purpose of conversion tracking – including analytics code, tag management code, updating forms, and tracking payment sites for conversions on GA.
- Strong interpersonal and communication skills and the ability to work independently and as a member of a team
- Outstanding time management and organizational skills, and the ability to prioritize and multi-task
- Ability to work rapidly and meet deadlines under pressure
- Familiarity with Microsoft Office applications, Social Media, Communication tools
- Experience with web development a plus IT related studies preferred

### **BENEFITS**

- Directly impact Shule Foundation's efforts to fund education-related projects that enhance knowledge, skills, and opportunities for hundreds of children in East Africa and learn about successful international development programs
- Be part of a highly-motivated nonprofit organization run by volunteers and receive professional training
- Gain insight into the day-to-day operations of a nimble, results-orientated, high-growth nonprofit organization
- Build your resume and gain references for future employment opportunities
- Opportunity to work from the comfort of your own home or our New York office



**HOW TO APPLY:**

Email a cover letter outlining why you would be a good fit for Shule Foundation, your resume and one writing sample to [info@shulefoundation.org](mailto:info@shulefoundation.org). Please put "SEO/SMO/Google AdWords volunteer" in the subject line.