



VOLUNTEER ROLE DESCRIPTION

Role Title:	VOLUNTEER: SEO (Search Engine Optimization) Specialist
Team:	Business Development and Fundraising
Reports to:	Head of Business Development and Fundraising
Ideal Availability	5-10 hrs per week
Location:	Work from Home and occasional office based, located at 321 High St West Bromwich.

Role Purpose:	Develop optimization strategies that increase the charities search engine results rankings
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Key Responsibilities:
<ul style="list-style-type: none">• Develop optimization strategies that increase the foundation's search engine results rankings• Identify and review technical SEO issues and recommend solutions• Perform ongoing keyword discovery, expansion and optimization• Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords• Identify keywords to drive traffic to the site• Update content and website links for maximum optimization and search engine rankings

<p><u>Relationship management</u></p> <ul style="list-style-type: none">• Liaising with services within KPG, build a clear awareness and understanding of the services provided by the organisation. <p><u>General</u></p> <ul style="list-style-type: none">• Maintain good working relationships with colleagues at all levels within the organisation, promoting good employee relations and communications.• Support effective internal communication systems throughout the organisation to engender an organisational culture of communication, openness, and co-operation.• Support and promote the rights, dignity, safety, and individual choices of each customer.• Undertake any other duties appropriate to the role.
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Key Contacts: The postholder will have frequent contact with head of business development and fundraising, COMS team and volunteer coordinator
As well as a range of internal and external stakeholders

Experience:

Qualifications

- **3+ years of SEO experience**
- **Up to date with the latest trends and best practices in SEO**
- **Experience with website optimization tools**
- **Understanding of search engine algorithms and ranking methods**
- **Experience in SEO industry programs, such as Google Analytics or Adobe Analytics**

Desirable Attributes:

- Demonstrable IT skills, particularly Microsoft Office
- Strong written, verbal, and oral communication skills
- Clearly evidenced organisational skills, with good attention to detail
- Team player
- Relationship management skills
- A proactive approach, managing own workload and working to deadlines.
- Good research and information management skills
- An understanding of the charity sector and/or fundraising
- An interest in social care and disability related issues
- Flexibility in working practices and working hours.

Tell us about yourself.