



Women CyberSecurity Society (WCS2)

Job Description: **SEO/SEM Specialist**

Type: Volunteer / Unpaid

Reports to: Director or Marketing

Location: Remote

Start Date: June 15, 2023

Work hours: 5-10

Position Overview:

We are seeking a dedicated and skilled **Search Engine Optimization (SEO) and Search Engine Marketing (SEM)** expert to join our nonprofit organization in a remote, volunteer capacity. As our SEO/SEM expert, you will play a crucial role in enhancing our online visibility, improving search engine rankings, and driving targeted traffic to our website. Your expertise will directly contribute to our mission of promoting awareness, engagement, and support for our nonprofit initiatives.

Responsibilities:

- ★ Conduct thorough keyword research and analysis to identify relevant, high-impact keywords and phrases.
- ★ Develop and implement effective SEO strategies to optimize website content, structure, and metadata for improved search engine visibility and rankings.
- ★ Collaborate with the content team to create engaging, keyword-rich content that aligns with SEO best practices.
- ★ Monitor and analyze website performance using various SEO tools and techniques, identifying areas for improvement and providing recommendations.
- ★ Stay up-to-date with industry trends, algorithm updates, and emerging SEO/SEM techniques, sharing insights and implementing changes accordingly.
- ★ Plan and execute targeted SEM campaigns across various search engines, including Google Ads, to drive qualified traffic and increase conversions.
- ★ Optimize ad campaigns by conducting A/B testing, adjusting bid strategies, and refining ad copy and landing page experiences.
- ★ Track and analyze campaign metrics, such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS), to measure performance and optimize campaign effectiveness.
- ★ Collaborate with cross-functional teams, including web developers, content creators, and social media managers, to ensure SEO/SEM strategies align with broader marketing objectives.
- ★ Provide regular reports and presentations to stakeholders, summarizing key insights, performance metrics, and recommendations for future SEO/SEM efforts.

Qualifications:

- ★ Solid experience in Search Engine Optimization (SEO) and Search Engine Marketing (SEM), including keyword research, on-page optimization, link building, and campaign management.
- ★ Proven track record of improving search engine rankings and driving organic traffic growth.
- ★ In-depth knowledge of SEO tools, such as Google Analytics, Google Search Console, GoDaddy, HootSuite, Diib, or similar platforms.
- ★ Familiarity with PPC advertising platforms, particularly Google Ads.
- ★ Proficient in data analysis, using metrics to drive insights and make data-informed decisions.
- ★ Excellent understanding of search engine algorithms, ranking factors, and industry best practices.
- ★ Strong analytical and problem-solving skills, with the ability to identify and resolve

SEO/SEM challenges

- ★ Effective communication skills, both written and verbal, with the ability to present complex concepts in a clear and concise manner.
- ★ Self-motivated, detail-oriented, and able to work independently with minimal supervision.
- ★ Passionate about the mission and values of our nonprofit organization.

Note: This is a remote, volunteer role. While this position is unpaid, it offers an excellent opportunity to contribute your skills and expertise to a meaningful cause, gain valuable experience, and make a positive impact in the nonprofit sector. **Training is provided for SEO and SEO II Certification tracks for a total of 6 hours, all remote including certificates.**

To apply, please submit your resume, along with a brief explanation of your interest in the role and your relevant experience in SEO/SEM.