

Digital Marketing & SEO Specialist

Role Profile

Main objective

- To support with the implementation of our current Marketing strategy.

hours 10-16/week

duration 4 months

location Remote Working (must be based within the GMT to GMT+3 timezones)

remuneration This is a voluntary role. There is no financial compensation associated with this role.

benefits Hands-on experience in digital marketing, Google Ads, SEO, and UX design while working with a dedicated and passionate team.
Mentoring support & training related to the role and your development interests.
Flexible working hours.
This role can be accounted as an official internship.

To apply, please fill in this [application form](#).

Deadline: September 17th, 2023 11:59pm CET

Applications will be reviewed on a rolling basis

Purpose

Indigo Volunteers is seeking a knowledgeable and proactive Digital Marketing and SEO Specialist to join our team as a volunteer/intern. This role is essential for leveraging Google Ads, implementing SEO strategies, and enhancing user experience to drive reach, engagement, and fundraising efforts for Indigo Volunteers.

As a small charity, we don't have a huge budget for communications - but we do have access to inspiring stories, powerful opportunities and an energetic team of colleagues. We're looking for a proactive and detail-oriented individual who is passionate about making a positive impact in the nonprofit sector and the lives of refugees.

This is an exciting opportunity to really help us grow engagement in our network and create a financially sustainable future for Indigo. If that sounds like you, please get in touch.

Responsibilities

1. Google Ads Strategy and Management:

- Leverage your expertise in Google Ads to develop and implement a strategy that maximises the impact of our monthly £10k Google Ads grant.
- Lead on the design of Google Ads campaigns to drive traffic, engagement, and fundraising for Indigo Volunteers' initiatives.
- Monitor campaign performance, analyse metrics, and refine strategies for optimal results.
- Participate in the weekly team meetings.

2. SEO Optimization:

- Collaborate with the team to develop and implement effective SEO strategies to improve the organisation's online visibility and ranking.
- Perform keyword research, optimise website content, and ensure the technical aspects of SEO are aligned with best practices.
- Monitor SEO performance using analytics tools and make data-driven recommendations for continuous improvement.

3. UX Design and Website Improvement:

- Utilise your knowledge of UX design principles to enhance the user experience of our website.
- Collaborate with the team to identify areas for improvement, and implement changes that drive engagement.

- Ensure the website is visually appealing, easy to navigate, and optimised for conversion, with a focus on donor conversion.

Skills & Experience

- Proficiency in Google Ads campaign creation, management, and optimisation.
- Strong understanding of SEO techniques and best practices.
- Familiarity with UX design principles and tools.
- Analytical mindset with the ability to interpret data and make strategic decisions.
- Experience with nonprofit marketing, fundraising, or advocacy is a plus.
- Strong written and verbal communication skills.
- Strong organisation and planning skills.
- Strong team player.
- Interest in working remotely, managing your own time and multitasking.
- Previous experience and/or demonstrated interest in the refugees and migrants sector, knowledge of the responsible volunteering concept is welcomed.

At Indigo Volunteers we see our differences as our strength.

We are committed to cultivating an equal and fair working environment free from discrimination on the grounds of gender, marital status, race, ethnic origin, nationality, disability, sexual orientation, mental health, religion or age. We believe in promoting a sense of belonging, where our people are heard and valued and diversity of experience and perspective is celebrated.

About Indigo

Indigo Volunteers is a charity that recruits volunteers, supports grassroots organisations, and creates networks along the European refugee route. We believe in the power of ordinary people, and enable them to work together to support refugees and displaced people. We work within a community of remarkable grassroots charities, volunteers, sector experts, and humanitarian organisations that are positively dedicated to supporting communities coping with displacement, inequality, and social injustice. Have a read about us [on our website](#).

OUR VALUES

1. **Human-centred.** We put relationships, lasting collaborations and human wellbeing at the centre of everything we do.



2. **Humility.** We acknowledge that we do not have all the answers; we welcome feedback and strive to continuously learn.
3. **Accountability.** We follow through on our commitments; we are honest and transparent.