

Google Ads Specialist

Role Profile

Start Date ASAP

Hours 7-10/week

Duration 7 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 Gain insights into the nonprofit sector while working with a dedicated and passionate team.
Mentoring support & training related to the role and your development interests.
Develop skills in communication, project management, and partnership development.
Flexible working hours.
This role can be accounted as an official internship.

Purpose

As a Google Ads Strategist and play a pivotal role in maximizing the impact of our organisation by leveraging Google Ads effectively. In this volunteer position, you will collaborate with Indigo's marketing team to develop and implement a comprehensive strategy to utilise a monthly grant of £10k provided by Google Ads. Your expertise in digital marketing and Google Ads will be instrumental in driving awareness, engagement, and support for our mission to connect volunteers with meaningful opportunities worldwide.

Our key goal is to ensure our mission reaches a wider audience that wants to help refugees. This position offers a unique opportunity to contribute directly to our mission of providing responsible and impactful volunteer opportunities for individuals looking to make a positive difference in communities affected by displacement.

Responsibilities

- Develop a strategic plan for utilising the Google Ads grant effectively to achieve organisational goals.
- Create and manage Google Ads campaigns to drive targeted traffic to our website, increase volunteer registrations, and promote specific initiatives and opportunities.
- SEO and Google Ads Alignment: keywords research; analytics and data analysis; optimization; developing the SEO strategy; content creation
- Develop compelling ad copy and creative assets that resonate with our target audience, and continuously optimize ad performance based on key metrics such as click-through rate (CTR) and conversion rate.
- Monitor and manage the Google Ads budget effectively to maximise return on investment and ensure the grant is utilised optimally each month.
- Implement tracking mechanisms to measure the effectiveness of Google Ads campaigns, and provide regular reports and analysis to evaluate campaign performance and identify areas for improvement.
- Conduct A/B tests to optimize ad copy, landing pages, and other campaign elements, and iterate on strategies based on data-driven insights.
- Collaborate with the Indigo Volunteers team to align Google Ads campaigns with broader marketing initiatives and organizational objectives, and communicate regularly on campaign progress, results, and recommendations.

- Create support materials that allow for Indigo's sustainable utilisations of the Google Ads grant.

Skills

- Proficiency in Google Ads campaign creation, management, and optimisation.
- Strong understanding of SEO techniques and best practices.
- 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.

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