



Job Title: Search & PPC Officer

Organisation: Empower a Child UK

Job Hours: Volunteer 4hrs/week

Location: London Office (Remote possible)

Reports to: Communications Team

Empower a Child is a Christian charity that seeks to bring confidence and self-sustainability to vulnerable children in East Africa by teaching modern skills, giving the opportunity of education, and enlightening through the word of God.

Duties and responsibilities

- Create, track and optimise Google AdWords campaigns in UK and US
- Monitor natural search rankings and find innovative ways to improve rankings, primarily through user-led strategies
- Analyse web analytics and offer marketing insights
- Offer relevant content suggestions to Communications Team
- Produce reports for specific campaign insights (impressions, click-throughs) to aid work of Communications Team

Experience and qualifications

- Ability to read and analyse statistics in Google Analytics
- Understanding of good SEO practices and basic optimisation techniques
- Experience in creating campaigns and adverts within Google AdWords
- Understand basic PPC and advert principles

How to apply

If you're interested in this role, get in touch with Scott Lawrence (scott@empowerachild.org.uk) for next steps.