



Volunteer Job Description

Job Title:	SEO/SMO/Google Adwords Intern
Department:	Fundraising Team
Location:	Virtual, within the US
Time Required:	10 hours/week
Job Description	
Asante Africa Foundation is a 501(c)(3) nonprofit organization that promotes quality educational access and leadership development for children in East Africa (Kenya and Tanzania). Asante Africa Foundation believes in the power of knowledge as a catalyst to help young people create a future where they live their dreams. We achieve this vision through partnering with local families, educators and community members to create safe and healthy learning environments, strengthen teacher quality, enhance learning in the classrooms, provide merit-based scholarships, and leadership development. Asante Africa Foundation has volunteer opportunities for everyone. Volunteers can enhance and learn new skills, network with others and directly impact the lives of thousands of children in East Africa.	
Position Overview: Asante Africa Foundation is looking for an enthusiastic SEO/SMO/Google Adwords volunteer to work with our Marketing and Communications team. This is a great opportunity to enhance your social media/communications skills in relation to the nonprofit sector. The volunteer will work closely with the marketing team to execute SEO/SMO initiatives. The hours are flexible and you can work remotely. Time commitment is approximately 10-15 hours per week. Some training provided.	
Duties and Responsibilities include, but not limited to: <ul style="list-style-type: none">• Understanding of SEO and SMO concepts and application, and ability to share his expertise with the team• Familiarity with the Analytics and ability to recommend on best actions moving forward• Familiarity with Google Adwords• Familiarity with Wordpress built websites• Audit website to ensure all tracking components are firing correctly.• Excellent communication (verbal, listening and writing) skills and an outstanding attention to detail.• Implement some technical web components for the purpose of conversion tracking – including analytics code, tag management code, updating forms, and tracking payment sites for conversions on GA.• Strong interpersonal and communication skills and the ability to work independently and as a member of a team	