



Internship Description

Job Title:	SEO
Department:	Marketing & Communications
Location:	Virtual
Time Required:	7-10 hours/week

Job Description

Position overview:

Asante Africa Foundation is looking for an enthusiastic SEO Intern to work with our Communications team. This is a great opportunity to enhance your SEO skills. The intern will work closely with the communications team to execute SEO initiatives. The hours are flexible and you can work remotely. Time commitment is approximately 7-10 hours per week.

Requirements:

- Experience conducting keyword research and competitive analysis.
- Understand SEO best practices and help with content optimization, meta-tag creation, link development and other SEO related activities – Ideally you will have a Google certificate of completion or credential.
- Knowledgeable in HTML, CSS, and other technical skills needed to perform Technical SEO audits and recommend fixes.
- Monitor and report on metrics such as page ranking, site traffic trends, effectiveness of site optimization etc.
- Able to create monthly and quarterly SEO reports.
- Experience working with WordPress website
- Familiarity with Keyword Planner, Screaming Frog, Search Console, Google Analytics, Google Tag Manager, Google Business Profile
- Provide suggestions and increase viewership with YouTube SEO
- Optimize Google Business Profile for Local traffic
- Able to guide writers to use SEO best practices when writing content



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- Troubleshoot underperforming SEO profiles and provide a cost-effective solution
- Familiarity with the Analytics and ability to recommend on best actions moving forward
- Excellent communication (verbal, listening and writing) skills and an outstanding attention to detail
- Strong interpersonal and communication skills and the ability to work independently and as a member of a team
- Detail oriented, team player, and technologically savvy
- Familiarity with Microsoft Office applications, Social Media, Communication tools

Why Join our Team:

- Directly impact Asante Africa's efforts to fund education-related projects that enhance knowledge, skills, and opportunities for hundreds of children in East Africa
- Be part of a highly-motivated nonprofit organization run entirely by volunteers
- Gain insight into the day-to-day operations of a nimble, results-orientated, high-growth nonprofit organization
- Have the opportunity to see your ideas and contributions implemented
- Build your resume and gain references for future employment opportunities

ASANTE VOLUNTEER POSITION NOTES:

How to apply

Email a cover letter outlining why you would be a good fit for Asante Africa Foundation, your resume to humanresources@asanteafrica.org.

Please put "SEO Intern" in the subject line.