

Google AdWords Volunteer

Reporting To: Fundraising and Events Manager

Location: Remote volunteering opportunity

Salary: Unpaid voluntary position; however we do offer a daily stipend of £10

Duration: This is a flexible volunteering opportunity, ideally we'd like someone who can commit to providing support for a minimum of 3 months

How to Apply: Send your CV and a covering letter to emily.jesshope@renewable-world.org

Role summary

We are looking for an experienced digital marketer to help increase awareness and drive traffic to our website. Your primary responsibility will be to manage our Google AdWords campaigns (we are a recipient of the Google non-profit AdWords grant), and potentially ad campaigns on Facebook.

Responsibilities:

- Campaign creation, implementation and optimization
- Keyword research and keyword generation
- Draft ad copy
- Campaign monitoring and reporting of key metrics
- Analyse keyword performance

Personal specification

Experience:

- Prior experience of effectively building and optimizing online ads using Google AdWords
- Clear understanding of words, phrases, and industry metrics including CPC, CTR, Quality Score etc.
- Experience of using AdWords to drive fundraising (desirable)

Skills and Abilities:

- Excellent communication skills, both written and oral
- Strong computer skills, including proficiency with Microsoft Word and Excel
- Meticulous attention to detail and strong organizational skills
- Motivated self-starter

Apply for this role

To apply please send your CV and a brief covering letter to emily.jesshope@renewable-world.org. Please include your availability and why you think you're suited to the role.