

## DIGITAL MARKETING AND WEB SUPPORT ASSIGNMENT

### JOB DESCRIPTION

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Our small charity is very fortunate to have a wonderful new website thanks to a generous sponsor. We now need some help to complete outstanding formatting and functionality, and to optimise the site to improve our search engine rankings.

This short term assignment requires an energetic, "hands on" adaptable person, enthusiastic about SEO, WordPress website management and digital marketing in general. We have already identified most of what needs doing and will provide a brief. If you're an efficient self-starter with great attention to detail, who thrives in a varied role, this could be for you.

#### Reporting to the Director

**Purpose:** To support the T4CG team to complete a recently built website and improve online visibility.

**Overview:** working remotely, the job holder will provide SEO, editing and formatting skills to fine tune new and existing content, adhering to an agreed strategy and established site design.

#### Key responsibilities

- Creating keyword tags across all content.
- Optimizing and updating our existing content, meta tags, URLs, keywords.
- Building incoming links with influencers and existing partners to improve off-site visibility.
- Implementing good SEO practice including optimizing images and repairing 404 links.
- Correcting formatting in a batch of new articles to align with established house style.
- Uploading new audio and video content and organizing our YouTube channel.
- Flagging up functionality issues (this assignment does not involve site building).

#### Hours

Working remotely. Four week contract. 37.5 hours per week, paid at the London Living Wage. This assignment is also available as a freelance opportunity for a fee of similar value.

#### Essential skills and experience

- WordPress
- Proficiency in SEO tools including Google analytics and relevant WordPress plugins
- Google best practice methods and keyword research
- SEO and digital marketing experience gained in an agency, client side, or freelance
- Excellent written English and copy writing skills
- Website content management

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### **Desirable skills and experience**

- Commercial digital marketing experience
- Working for a charity, in a church environment, or for a small organisation
- Familiarity with church and Christian terminology
- YouTube channel management

### **Knowledge and qualities needed:**

- Excellent attention to detail
- Efficient working methods
- Ability to follow a brief
- Resourceful, well organized, highly dependable
- Ability to multi-task and open to changing direction
- Effective problem solver
- An eye for accurate formatting
- Strong written and verbal communication skills
- Numerate and literate
- Self-starter, self-motivated
- Ability to summarise data concisely
- Trustworthy and discreet
- Ability to build strong working client relationships
- Genuine passion for SEO and digital marketing
- Sympathetic to Christian ethos and site content