



## **Manage Google Adwords Grant Intern/Volunteer Position Description**

### **AGENCY DESCRIPTION:**

AFFEC is a nonprofit organization located in Eugene, Oregon. AFFEC'S mission is to find loving, permanent families for every waiting foster child.

### **JOB SUMMARY:**

Manage our Google Adwords Grant. Evaluate our current use, make a plan to maximize our click rate. Develop key words that will highlight our top programs and drive people to our website.

### **RESPONSIBILITIES:**

Under the supervision of the Executive Director, Christy Obie-Barrett, the intern will,

- Evaluate all the ways we can use our Google Adwords account and the tools that go with it, study how others are using the Adword programs, and write up options/ present them to Executive Director
- Do enough research and testing to develop a plan with key words and create a timeline
- Maximize our use of Adwords so we are fully using our grant
- Outline web work needed to do and process for completing. This would involve SEO and search tools
- Design marketing outreach tools too if needed
- Execute plan, work through barriers, evaluate, and go to next steps

### **EDUCATION NEEDED:**

internet skills are important

Web/

### **SKILLS/QUALIFICATIONS REQUIRED:**

- Excellent oral and written communication skills with ability to communicate with diverse populations
- Computer skills/ data entry
- Experience using Microsoft Excel and PowerPoint programs
- Well organized with attention to detail and ability to carry out tasks independently
- Ability to meet deadlines
- Adwords, SEO, Google Analytics, Bing, Yahoo Search, Meta Keywords experience is a plus

### **PERSONALITY BEST SUITED FOR THIS POSITION:**

oriented, committed, follow through

Detail-

### **EXPERIENCE OR SPECIAL SKILLS DESIRED:**

Adwords requires someone 4-8 hours per week who knows something about Adwords, SEO, Google Analytics, Bing search management, Yahoo search management, meta keywords, etc.

### **SCHEDULE:**

hours per weeks/ several days per week

4-8

**CONTACT:** Volunteer Coordinator [info@achildforeverychild.org](mailto:info@achildforeverychild.org) or 541-343-2856