



INTERNSHIP JOB DESCRIPTION
A Family For Every Child/ Heart Gallery
Manage Google Adwords Grant
Intern/Volunteer Job Description

AGENCY DESCRIPTION:

AFFEC is a nonprofit organization located in the Oregon.

AFFEC'S mission is to finding 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 web site.

INTERN RESPONSIBILITIES:

Under the supervision of the Christy Obie-Barrett, the intern will:

- A. 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 to ED
- B. Do enough research and testing to develop a plan with Key words, create a timeline
- C. Maximize our use of Adwords, so we are fully using our Grant
- D. Outline Web work needed to do, and process for completing, who and when, this would involve SEO and search tools
- E. Design marketing outreach tools to if needed.
- F. Execute plan, work through barriers, evaluate, next steps

EDUCATION NEEDED: Web/internet skills important

SKILLS/QUALIFICATION 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 a plus

PERSONALITY BEST SUITED FOR THIS POSITION: detail orientated, committed, follow through

EXPERIENCE OR SPECIAL SKILLS DESIRED: Adwords requires someone for 4-8 hours a week who knows something about adwords, SEO, Google Analytics, Bing search management, Yahoo search management, meta keywords, etc.

SCHEDULE:

4-8 hours a week-minimum

Several days a week-

CONTACT: Volunteer Coordinator info@afamilyforeverychild.org 541-343-2856

ASSIGNED TO _____

DATE ASSIGNED _____

DATE ENDING/COMPLETED IF ONE _____