

Position: SEO Specialist

Location: Remote

Contract type: Full Time

Salary range: Annual minimum of \$12,000 commiserate with experience level and location

Projected start date: March 1st, 2024

Contract end date: 31st December 2024

Description

The digital revolution is transforming how more than 4.5 billion people access sexual and reproductive health care and information. The increasing use of technology provides a unique opportunity to reach vulnerable populations that are excluded from traditional healthcare systems or burdened by geographic barriers, high costs, and stigma. Women and young people increasingly turn to the internet as the first touch-point for information, including guidance about reproductive health and abortion information.

Women First Digital (WFD) is an eHealth social enterprise that operates findmymethod.org (FMM). At WFD, we believe in leveraging the power of the digital revolution to ensure that all women, regardless of where they live, have access to a safe abortion option.

findmymethod.org created in collaboration with Bedsider.org and partners around the world, shares information on contraception that is easy to understand, comprehensive, inclusive, and globally representative.

WFD is hiring for a full-time **SEO Specialist**.

Position Description:

Improve find my method's organic online presence, increase traffic to the website, and improve its authority by collaborating with the program manager, marketing team (digital strategy, communications and SEO teams), and external vendors.

Key duties:

- Develop and conduct an integrated SEO strategy for Find My Method, including content strategy, off-page strategy, and technical auditing and implementations to improve search engine rankings and drive traffic
- Conduct and monitor keyword and competitor's research, and analysis to guide content creation and optimization.
- Report on and improve SEO performance, using tools like Google Search Console, Google Analytics 4, Google Tag Manager, A/B testing tools, PageSpeed insights, and Semrush, providing updates on algorithms and relevant SEO-trends when needed.
- Collaborate with the program manager and the marketing team to align business goals following well-established KPIs.
- Proactively provide assertive recommendations for website enhancements that improve SEO performance and UX/UI when needed.

Position requirements:

- Minimum four years managing full-scope SEO projects, being balanced on technical and marketing skills. Experience with global and multilingual is strongly preferred. At least two years handling health-related projects.
- Full professional proficiency with English required; additional language proficiency preferred, especially on French and/or Spanish.
- Expert with Google Search Console, Google Analytics 4, and Semrush or related SEO tools.
- Skills to not only run full SEO audits and providing recommendations, but being able to translate it to non-SEO experts and web developers.
- Keen to detail and assertiveness on any written-proposal and report delivered.
- Possess and demonstrate a high-level of integrity in line with WFD's organisational values and ethics.
- Excellent verbal, written, and interpersonal skills.
- Strong time management, organisational skills, and proactivity.
- Independent access to a working computer and reliable connection to the internet.

Nice to have qualifications:

- Familiarity with technical SEO concepts such as structured data, CSS, HTML, XML, Javascript and information architecture.
- Understanding of UX principles of web design, usability, and web content guidelines (WCAG) that impact SEO.
- Experience using SEO-tailored prompts when interacting with ChatGPT-4.
- Experience using Google Looker Studio.
- A strong understanding of representation and inclusivity across language and tone of voice as part of a multicultural and international team.

Please submit both a motivation letter (one page maximum), CV and portfolio by **Feb 2nd** to michell@womenfirstdigital.org. Mark the subject line as: SEO Specialist.