

## Volunteer & Practicum – Search Engine Optimization Specialist

### ABOUT US

John Howard Society (JHS) Pacific is a non-profit organization which provides the opportunity to work with purpose, and impact change in your community. We do this through a continuum of programs which provide assistance with housing, life-skills, education, employment, and community-based services, with the goal of helping individuals achieve greater independence.

### LOCATIONS

Remote – Anywhere in BC or Yukon

### ROLE PURPOSE

JHS Pacific is looking to build on our digital engagement efforts to enhance access to important information about our services and our role in community. We are looking to collaborate with a volunteer to expand our reach across the digital landscape through the use of best practices and strategies in Search Engine Optimization (SEO).

### TIME COMMITMENT AND SUPERVISION

We are interested in working with somebody who is committed to contributing to this project throughout the lifecycle, and are flexible on what the time commitment looks like based on the needs and skills of the selected candidate. The successful candidate will work collaboratively with and be supervised by the Communications Department.

### KEY ACCOUNTABILITIES

- Research third party profile links and site content to identify link acquisition opportunities
- Develop and implement link building strategies to acquire high-quality backlinks
- Perform keyword research to discover content ideas
- Optimize Google My Business tools to drive organic traffic
- Work directly with JHS Pacific's Communications Specialist to create visually engaging, keyword driven, original Google posts that drive traffic to our website

### QUALIFICATIONS

- Self-directed in identifying problems and facilitating creative and effective problem-solving
- Understanding of ranking factors and search engine optimization practices
- Knowledge of the latest trends and best practices in SEO
- Experience performing keyword research

### REQUIREMENTS

- A willingness to learn and commitment to completing the project
- Be located in BC or Yukon

### HOW TO APPLY

Please send your resume along with a cover letter detailing your interest and experience to [social@jhspacific.ca](mailto:social@jhspacific.ca) with the subject line: *SEO Specialist (volunteer)*

### OUR VALUES

- Inclusive ·
- Accountable ·
- Person-Centered ·
- Collaborative ·
- Determined ·