



To apply for this role, please send a CV to jobs@transformingautism.org along with a cover letter highlighting why you would like to join us, and any connection to autism you may have

ROLE PROFILE	
Role Title	Google Ads Specialist
Location	Home-Based – London area would be desirable for very occasional meetings, but not essential.
Commitment Required	Min 2-3 hours/week
Report To	CEO
OUR ORGANISATION	
<p>The Transforming Autism Project is a brand-new charity focusing on very early intervention for children with autism. Our goal is to truly transform lives through our life-changing Mifne Treatment Centre (details here) and our unique online Hub of comprehensive guidance, support, education and community for parents of autistic children. We also challenge conventional perceptions of autism and offer our own radical and empowering perspective. This can be seen in our TED talk, which has now been viewed by well over 85,000 people.</p> <p>To find out more about our goals, values and activities, please view our brochure.</p> <p>We are currently at a very early stage in our development, but are looking to make fast progress to make our projects viable and help as many families as soon as we can. To that end, we are looking to create a team of capable and dedicated volunteers to ensure our success.</p>	
ROLE PURPOSE & RESPONSIBILITIES	
<p>As we develop our team and our charity and look to get our key messages out into the world, Google Ads will be a vital means for us to reach a wider audience, using our huge Google Ads Grant.</p> <p>We have some ads drafted, and a few live but we have no idea how well optimised these are (they are receiving very little traffic) or how best to manage them.</p> <p>We need someone who really understands Google Ads and is able to help us optimise the ads, give us excellent advice on how best to use the platform to achieve our goals, and then place and manage the ads themselves.</p>	
PERSON SPECIFICATION	
<p>You will be passionate about the changes we are trying to make and their impact in the world of autistic children. You may even be (or be related to) the parent of an autistic child.</p>	

You will be committed, have really excellent knowledge of Google Ads and how to make the most of it, and will be a great communicator.

We are a strongly values-driven organisation, and are committed to manifesting our values in how we relate to each other, in what we are trying to achieve and in how we do it. Our values come under 3 core headings:

Unconditional Respect

- Kindness
- Trust-based Collaboration
- Responsivity

Courage

- Pioneering Big Thinking
 - Ambition
- Perspectives, Not Positions

Purpose

- Positive Approach
 - Ownership
- Continuous Learning & Improvement

To find out more about our values, please see our brochure or visit <https://transformingautism.org/purpose/> to read more and to watch a video by our founder explaining them.

The Transforming Autism Project value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential.

*To apply, please e-mail a copy of your CV to jobs@transformingautism.org
To find out more about the Transforming Autism Project, please visit:
transformingautism.org*