



| ROLE PROFILE   |                             |
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| <b>Role Title</b>  | Google Ads & SEO Specialist |
| <b>Location</b>  | Remote                      |
| <b>Commitment</b>  | Approx. 5 hours/week        |
| <b>Report To</b>   | Digital Marketing Lead      |
| THE ROLE   |                             |
| <p>The Transforming Autism Project is seeking a Google Ads &amp; SEO Specialist to join our marketing team. This role is critical in helping us expand our reach, raise awareness, and drive engagement through effective Google Ads campaigns and Search Engine Optimisation strategies.</p> <p>As our Google Ads &amp; SEO Specialist, you will be responsible for optimizing our online presence, increasing website traffic, and ultimately contributing to our mission.</p> <p>You'll be supporting Transforming Autism project to achieve its objectives by:</p> <p><i>Google Ads Management</i></p> <ul style="list-style-type: none"> <li>· Create, manage, and optimise Google Ads campaigns to drive traffic, conversions, and ROI.</li> <li>· Conduct keyword research and develop effective ad copy to target our audience.</li> <li>· Monitor ad performance, analyse data, and make data-driven adjustments to improve campaign effectiveness.</li> <li>· Implement A/B testing to refine ad strategies for better results.</li> </ul> <p><i>SEO Strategy</i></p> <ul style="list-style-type: none"> <li>· Develop and execute SEO strategies to improve organic search rankings and visibility.</li> <li>· Conduct keyword research to identify opportunities for content optimization.</li> <li>· Optimize website content, meta tags, and on-page SEO factors.</li> <li>· Collaborate with content creators to ensure SEO best practices are integrated into content development.</li> </ul> <p><i>Analytics &amp; Reporting</i></p> <ul style="list-style-type: none"> <li>· Utilize Google Analytics and other SEO/SEM tools to track and report on website traffic, keyword rankings, and campaign performance.</li> <li>· Provide regular reports and insights to inform decision-making and campaign adjustments.</li> </ul> |                             |

- Identify trends and opportunities for improvement based on data analysis.

Work closely with the marketing team to align Google Ads and SEO strategies with overall marketing goals and campaigns.

Collaborate with content creators and web developers to ensure SEO best practices are integrated into site architecture and content creation.

#### PERSON SPECIFICATIONS

Bachelor's degree in marketing, Digital Marketing, or a related field (or equivalent work experience).

- Proven experience in managing Google Ads campaigns and implementing successful SEO strategies.
- Strong understanding of Google Ads, Google Analytics, and SEO best practices.
- Proficiency in keyword research tools.
- Analytical mindset with the ability to interpret data and adjust strategies accordingly.
- Strong communication and collaboration skills.

*The successful candidate will be strongly aligned with the values and the approach of the charity, and passionate about the changes we are trying to make in the lives of autistic children. They will ideally also take part in some of our team activities with our community of volunteers on a voluntary basis.*

#### OUR ORGANIZATION

We provide crucial support for young autistic children and their families at an age when we can make a profound life-long difference. Our pioneering First Steps programme (created in association with Norland College and based on a therapeutic framework they created for us) focuses on giving families the tools they need to understand and interact with their autistic children in ways that make them feel understood, affirmed and nurtured; strengthening relationships and facilitating the child's optimal development so that they are able to fulfil their true potential.

Our new online parent groups, facilitated by our exceptional Lead Therapist, aims to take the principle learning from this and make it available to many more families so that more lives can be transformed.

Unlike many other autism organisations, we do not focus on the perceived limitations or impairments associated with autism, but instead propose our own unique and empowering conception of it, highlighting the profound sensitivity inherent in the autistic condition as well as other positive aspects which, if nurtured appropriately, can lead to very positive outcomes.

This was first presented in our TED talk, which has now been seen by well over 300,000 people. We are currently fundraising to enable more families to partake in First Steps, and over time, we aspire to open our own state of the art therapeutic centre in the UK.

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 200,000 people and received great acclaim from the autistic community.

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.

Visit <https://transformingautism.org/values/> to find out about these values before your interview, and to watch a video about them recorded by our founder.

*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.*

*For more information or to apply, please e-mail a copy of your CV to [jobs@transformingautism.org](mailto:jobs@transformingautism.org). We aim to respond to your email within 5-10 days.*

*To find out more about the Transforming Autism Project, please visit:*

[transformingautism.org](http://transformingautism.org)