



Volunteer Opportunity:	National Headquarters (NHQ) International Services Department (ISD) Preparedness (PREP) Global Disaster preparedness Center (GDPC) Website Support and Maintenance Volunteer
Purpose:	This position supports the National Headquarters (NHQ) International Services Development (ISD) team. Specifically the Preparedness (PREP) unit. This position supports the National Headquarters (NHQ) International Services Development (ISD) team. Specifically the Preparedness (PREP) unit. The Global Disaster Preparedness Center (GDPC) Website Support & Maintenance Volunteer supports users, drives traffic, and enhances partner engagement with the PrepareCenter.org website.
Location(s):	Virtual
Responsibilities:	<ul style="list-style-type: none"> • Reviewing and analyzing websites for areas that can be improved and optimized • Preparing detailed strategy reports • Identifying powerful keywords to drive the most valuable traffic • Running PPC campaigns • Writing powerful calls-to-action to convert visitors • Filling websites and other content with effective keywords • Writing effective Search Engine Optimization (SEO) content for blogs, websites, and social media accounts • Developing link building strategies • Analyzing keywords and SEO techniques used by competitors • Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines • Compiling and presenting SEO guidelines
Time Commitment:	20 hours per month
Qualifications:	<p>Required:</p> <ul style="list-style-type: none"> • Experience with WordPress and website administration or management • Prior experience in content marketing, content growth, and SEO • Strong organizational, time management, and analytical skills • Working knowledge of search engine optimization practices • Excellent verbal and written communication skill • Ability to work within a team and independently • Excellent ability to think creatively, strategically, and identify and resolve problems •
Length of Appointment:	6 months; renewable
Training Requirements:	Training will be provided



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Interested individuals can [start here](#) by entering their zip code and then searching for the opportunity (use keyword: GDPC Website Support) and following the instructions to start a volunteer application.

For questions, please email NHQVolRecruiter@redcross.org