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## SEO Volunteer

Encounter Edu is looking for a volunteer who is keen to learn how to create and implement SEO strategy; increases Encounter Edu online presence, and time permitting, creates content contributing to the volunteer's portfolio.

By working through the photo and video content, the volunteer will have the opportunity to discover and work with the new content of frontline marine field research from the Arctic, the coral oceans, the deep, used for education purposes.

Here is a chance to develop knowledge of SEO and identify solutions to increase Encounter Edu's online presence.

Based on skill set and depending on creative interest, the volunteer can create multimedia assets promoting Encounter Edu's content and events on social media. Any successfully published work can be used in personal portfolios.

### Benefits

Encounter Edu will provide a stipend for travel and lunch capped at 10GBP per day.

### Location

London, United Kingdom

### The role

Under the general supervision of the Communication Director and working with the marketing team, the volunteer will have a chance to work with frontline environmental and marine research content used in the production of educational materials for students around the world. S/he will contribute to developing Encounter Edu's online multi-media archive; to editing and writing SEO tags for Encounter Edu website; time permitting, create Encounter Edu content for social media.

## Key results and tasks

Improve Encounter Edu 'discoverability' online:

1. Work with multimedia team to identify best SEO tags for Encounter Edu website pages;
2. Input SEO tags to Encounter Edu's website pages;
3. Write and edit relevant SEO meta descriptions;
4. Write and edit copy for video webpages.

Advance Encounter Edu current work on building its online multi-media library:

1. Sort photo and video folders and identify best shots to be uploaded to online media bank;
2. Build a reference document to support image/video bank searches;
3. Upload and add relevant metadata to online archive;
4. Research licensing agreements for third-party content.

Contribute new and relevant photo-galleries and or short video clips for Encounter Edu website and Encounter Edu social media messaging:

1. Identify useful shots and videos for Multimedia resources and Encounter Edu events;
2. Work with the education team in selecting the best and or the most relevant shots for creating educational photo galleries;
3. Putting Abode Creative Skills to test, create content from the multi-media archive to promote Encounter Edu content and events on social media.

## Qualifications / Experience

- Has strong verbal and written communication skills
- Wants to further develop multi-media skillsets and enjoy problem-solving;
- Has a strong visual/editorial sense for photography and video;
- Works with independence and is organised;
- Enjoys being part of the multi-media team and have a positive disposition;
- Is or has studied or is or has worked in the audio-visual fields with a desire to apply or transfer his/her knowledge to the digital world;
- Must abide by Encounter Edu's child protection policy and respect IP rules related to Encounter's content;
- Knowing how to film and photograph events would be an added advantage!

## How to apply

To apply, please send an email addressed to Vona Roberta at [vona@encounteredu.com](mailto:vona@encounteredu.com) explaining why you'd be suitable for this opportunity along with an attached CV. Kindly mention your contact details in your email.

To maximise the chance of going to the next round, applicants could provide supporting material (PDF or website URL only) in the form of:

1. Personal portfolio: a body of work comprising original content. Any successfully published work can be used in personal portfolios.
2. University projects: Any completed projects undertaken as part of your studies.
3. Video / Image/ Publishing Portfolio channels: Any of these channels showcasing applicant's own work or projects where they offered support are acceptable@ Behance, Blogspot, Vimeo , YouTube, Issuu, Medium and Tumblr links.