

SEO INTERN

Job Title: Search Engine Optimisation Intern

Reporting to: Online Marketing Manager & Managing Director

Responsible to: Managing Director

Location: Frontier Office, London, UK

PRIMARY FUNCTION

To assist the Online Marketing manager in promoting the site through natural search & creating communication channels with relevant organisations and publications. The role will also include online research, some content production and other marketing-related activities.

GENERAL OUTLINE OF THE ROLE

As part of our drive to increase search engine visibility and improve natural web traffic, this role will take a hands-on approach to seeking out new content partners and arranging articles to help promote the company and create qualified links. Although a recommended strategy and method will be given, the role holder will be encouraged to use their own initiative once they have a clear idea of the results we are trying to achieve.

As well as this, there will be various other tasks including competitor research, basic web editing, visibility monitoring, social media management, video/photo media research and content production.

There will be a significant amount of telephoning required as the holder works their way through an extensive list of contacts. However there will be enough other activities available that they will always be able to take a break from the more repetitive tasks.

Attitude and willingness to adapt and learn will be more important than qualifications and experience for this role, although any web design and/or coding skills will be very helpful.

MAIN DUTIES & RESPONSIBILITIES

- Monitor the company's search engine rankings.
- Contact (by email & telephone) potential link partners to arrange publication of online content.
- Liaise with journalism staff to create or identify original or archive content for publication by partners.
- Manage listings and responses on various national & international forums & directories.
- Research & monitor competitor strategy, online presence and behaviour.
- Contribute to social media channels and online content.
- Browse our catalogue and other creative-commons catalogues for suitable pictures/videos/music for our media campaigns

TERMS & CONDITIONS

- Contract Duration:** 3/6 months, minimum of 4 days a week, 10:00 – 17:30 with possibility of extension.
- Accommodation:** N/A
- Travel:** Travel allowance available
- Insurance & Admin:** N/A
- Subsistence:** Non – salaried position. Subsidised 10-week overseas placement on a Frontier research programme (excluding return flights, visas, insurance, and dive- training) on successful completion.
- Training:** Exam fees, mentoring and revision time offered for Google Analytics exam or reasonable equivalent

JOB SPECIFICATION

	ESSENTIAL	DESIRABLE
Qualifications Education/Knowledge:	<ul style="list-style-type: none"> - Educated to degree level - Any online marketing or internet-related qualifications useful 	<ul style="list-style-type: none"> - Knowledge of conservation issues - First aid Qualification
Experience:	<ul style="list-style-type: none"> - Internet research - Experience of using Facebook, Twitter and YouTube 	<ul style="list-style-type: none"> - SEO tools such as Linkscope - Experience with Content Management Systems - Experience of working in developing countries/ conducting tropical field research/ travel
Skills:	<ul style="list-style-type: none"> - Basic Excel - Basic HTML - Excellent computer skills - High level of written and spoken 	<ul style="list-style-type: none"> - Full clean driving licence - Database experience - Intermediate HTML
Personal Attributes:	<ul style="list-style-type: none"> - Good telephone manner - Interest in conservation - Flexible approach - Uses own initiative - High attention to detail - Ability to motivate others, and work as part of a team - Sense of humour 	<ul style="list-style-type: none"> - Desire to work in the charity/non-profit or environmental sector