



# seed madagascar

sustainable environment, education & development

## Volunteer Website Editor

### About the Organisation

SEED Madagascar is a British Charity working in partnership with communities in the southeast of Madagascar. We integrate high-quality community health, sustainable livelihoods; education infrastructure and conservation programmes to support long term, sustainable change and add to international best practice through research and publication across all of our programmatic areas. We are now looking for entry level interns wishing to gain experience to work alongside our team.

### Position Overview

This position offers an excellent opportunity to gain experience working with an award-winning international charity on their website, marketing and digital platforms. Working closely with the Communications and marketing team, your skills will be used to maintain and improve the website, track performance metrics over time, contribute to campaigns and fundraising, and publicise the charity's programmes to an international audience.

This position can be worked from home, has flexible hours and is estimated to require 2-3 hours per week.

### Duties and Responsibilities

- Manage updates to website pages via a CMS (Content Management System)
- Publish blogs, press releases and other publications to the website
- Participate in SEEDs small online marketing and PPC meetings once a month
- Monitor and provide feedback on SEEDs website performance using Google Analytics
- Assist in the creation of media campaigns such as Christmas Appeals
- Improve website content for SEO (Search Engine Optimisation) rankings
- Work with the Media and Communications Officer to improve marketing and communications
- Work with the Programmes team to design an eye-catching and informative update to how our work is presented
- Proactively suggest and make improvements to keep the website looking fresh and engaging

### Person Specification

- Experience of creating or updating a website using a CMS
- Experience using Concrete5, Wordpress or similar
- Experience of basic image editing and graphic design skills
- Previous experience of Google Analytics, HTML and CSS knowledge and/or an understanding of SEO basics would be desirable
- Critical eye for proofreading content according to organisational style and guidelines



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- Be fluent in English to a high standard.
- Be able to work to and advocate for all of SEEDs policies and procedures, safeguarding those that SEED works with and reporting any concerns appropriately
- Be punctual and be able to work to tight deadlines in an organised manner and to a high standard
- Have a flexible and patient attitude
- Have excellent problem-solving skills
- Be able to work both independently and as part of a team

## Application Procedure

Interested applicants should send a CV and covering letter outlining how their skills and experience match the requirements in the job description criteria to the SEED Madagascar Managing Director, Mark Jacobs by email on [mark@seedmadagascar.org](mailto:mark@seedmadagascar.org)

Applications will be reviewed on an ongoing basis until the position is filled.

SEED Madagascar actively encourages equality, diversity, and inclusion in the workplace and aims to create a working environment free of bullying, harassment, victimisation, and unlawful discrimination, where individual differences and the contributions of all staff are recognised and valued