

## **Avaaz position description: Search Engine Optimization Associate**

*Avaaz is seeking a Search Engine Optimization Associate to continually improve the visibility and findability of our online properties.*

### **Avaaz background**

Avaaz is an international campaigning organisation with a simple democratic mission: to close the gap between the world we have, and the world most people everywhere want. Avaaz (the name means "voice" or "song" in many languages) works on issues ranging from climate change and environmental protections to human rights, conflict, poverty, and democracy, using online campaigns to instantly mobilize people everywhere to confront injustice anywhere.

The organisation has enjoyed a meteoric rise since launching in 2007, reaching 9 million members and climbing fast. Avaaz members have taken over 40 million actions, told over 60 million friends about Avaaz campaigns, donated more than \$19 million online, and organised 10,000 rallies and events in every country of the world. Operating in 16 languages with a staff of 40, Avaaz is 100% member-funded.

Our campaigns have garnered coverage in most of the world's media outlets, have changed major decisions by governments including Brazil, Japan, and Canada, shifted the policies of major corporations; and saved thousands of lives in natural disasters. The Times of London calls Avaaz "one of the most important new voices on the global stage."

We've just scratched the surface of what's possible. As Avaaz enters its fifth year, it is poised for achieving dramatic growth in both scale and the scope of its work and diversification of its strategies and tactics for achieving positive change.

### **Job description**

Avaaz has a campaign website, which is updated multiple times per week with new campaigns and new information about existing campaigns. One key way our political power and the size of our movement grows is when new people find those pages and join the campaign. We also frequently publish original news and analysis content, and we will also soon publish and promote many additional petition campaigns per week, aimed at smaller geographic areas. The job of the S.E.O. Optimization Associate is to get those pages in front of as many new potential Avaaz members as possible.

### **Specific Job Tasks:**

- work with technical staff to make changes to webpage code to increase SEO.
- Understand the workflow and pace of online campaigns, with a focus on translating the political and issue content of the campaign into optimal keywords
- Think strategically about not just gathering raw numbers of eyeballs, but of targeting the viewers most likely to become Avaaz members
- develop specific strategies, as needed, for promoting Avaaz's several very different online properties



857 Broadway, 3rd Floor  
New York, NY 10003  
p +1 917 388 3988  
f +1 212 202 5428

- measure and report on search engine results, including running tests of different approaches; summarize conclusions regularly in a manner accessible to non-technical decisionmakers
- Participate in planning and executing experiments and campaigns for search engine advertising
- stay abreast of latest trends in search engine technology and best practices for enhancing the find-ability of our content; recommend changes/improvements to campaign and technical staff

## **Qualifications**

- Proven track record of increasing search engine results for large content-heavy websites

## **Location**

Avaaz is a global organization, with most staff working collaboratively in a "virtual office" environment from four continents; staff can reside wherever they wish. The team also meets for week-long retreats twice per year in different locations around the world.

## **Compensation and Benefits**

Salary varies with location and experience, but is highly competitive with leading non-governmental organizations.

## **To Apply**

If interested, please send your CV and a brief note to [matt+jobapps@avaaz.org](mailto:matt+jobapps@avaaz.org).