

## Position description

Position Title:	Volunteer SEO Copywriter
Team:	Marketing and Customer Experience
Position Type:	Volunteer
Required Hours:	3 to 6 hours a week
Location:	20 Cribb Street Milton 4064 or remote
Effective Date:	June 2025

### Why we need your help

The purpose of this volunteer role is to support the Marketing & Customer Experience team. We are looking for a passionate and skilled Volunteer SEO Copywriter to help enhance GIVIT's organic search presence. This role involves creating & publishing donation stories about GIVIT's impact that also include engaging, keyword-optimised content that increases website traffic, improves search rankings, and raises awareness about our mission. Your work will support GIVIT's online presence, help increase donations and support more Australians in need.

### What you'll do

- Write and optimise website content (including informative and donor search terms) and landing pages to improve SEO rankings in line with GIVIT's strategy.
- Research and incorporate relevant keywords in content to enhance search visibility.
- Develop compelling and informative copy to communicate the impact of GIVIT's mission.
- Collaborate with the marketing team to refine messaging and ensure content consistency.

This volunteer roles supports flexible work either in GIVIT's HQ Milton office or remotely.

### Who you are

- Experience in/or understand of SEO copywriting, content creation, or digital marketing.
- Knowledge of SEO principles, including keyword research and on-page optimisation.
- Excellent writing, editing, and proofreading skills.
- Ability to write clear, engaging, and persuasive content tailored for various audiences.
- Passion for helping communities and making a positive social impact.

### Why volunteer for GIVIT?

- Gain hands-on experience in digital marketing and SEO for a well-respected not-for-profit.
- Make a real difference by helping GIVIT connect more donations with those in need.
- Work flexibly from anywhere with a supportive and collaborative team.
- Build your portfolio and enhance your resume with meaningful, impactful work.

### Uniquely GIVIT rewards

- Adorable dogs at GIVIT's HQ to increase oxytocin your 'feel-good' hormone
- Gifting your time will mean more Australia's doing it tough will receive more essential goods and services

## Roles and responsibilities

Function	Task
Creation of written content	<ul style="list-style-type: none"> <li>• Craft and deliver engaging storytelling content for the website, collateral, media and other digital channels as briefed.</li> <li>• Collaborate with GIVIT registered partner charities to produce content that tells GIVIT's story, highlights our impact, and illustrates the benefit of using GIVIT for organisations.</li> </ul>
Workplace culture	<ul style="list-style-type: none"> <li>• Excellent work ethic and stakeholder engagement.</li> <li>• Role model values and display behaviours that demonstrate a high level of performance and integrity.</li> <li>• Actively participate in GIVIT office and online meetings and communications.</li> <li>• Follow GIVIT policies and procedures with pride.</li> </ul>

## Skills and knowledge

### Technical

- Excellent writing skills with the ability to write for diverse stakeholders from various demographics, cultures and levels of education across multiple channels.

### Business skills

- Highly organised, with the ability to multitask, prioritise, think quickly and effectively in a small, dynamic work environment.
- Communicates well verbally and in written form with all stakeholders.
- Flexibility to adapt to different tasks and undertake other responsibilities or activities.

### Personal

- Outstanding attention to detail and time management skills.
- Positive outlook and commitment to continuous improvement.
- Creative thinker who loves to come up with new ideas.
- Effective communicator and presenter with strong interpersonal skills.
- Self-assured, confident and able to think independently with strong critical decision-making abilities.

### GIVIT specific

- Adheres to GIVIT's policies, procedures and practices for self and other.
- Great people skills that align with GIVIT's mission and the culture of the team.
- Continually works towards adding value to GIVIT services for their stakeholders.