



Mangrove Action Project

Seattle: 606 Maynard Ave S Ste 102, Seattle WA 98104 phone: (206) 207-2022
Port Angeles: PO Box 1854, Port Angeles WA 98362 phone: (360) 452-5866
e-mail: info@mangroveactionproject.org website: www.mangroveactionproject.org

"Partnering with mangrove forest communities, grassroots NGOs, researchers and local governments to conserve and restore mangrove forests and related coastal ecosystems, while promoting community-based, sustainable management of coastal resources."

VOLUNTEER POSITION TITLE: Website SEO Specialist

Time commitment: 8 hours per week

Background: Mangrove Action Project (MAP) is a non-profit environmental organization founded over 25 years ago working to halt loss of mangrove forests around the globe. MAP uses innovative programs to approach mangrove conservation from a holistic perspective – both in unique and effective methods of restoring degraded forests, as well as raising awareness and grassroots efforts to protect and preserve mangrove forests for the future.

Goals: We are currently going through a revamp of our website (www.mangroveactionproject.org) and want to make sure we are able to analyze and implement changes to our new site so they are optimized for search engines. This would allow for more appropriate traffic to our website, potentially more donors, more awareness of our programs and work etc.

Responsibilities: The volunteer will communicate with Leo Thom, MAP Creative Director

- Assess current state of Search Engine Optimization for MAP websites;
- Improve Search Engine Optimization of MAP websites;
 - Optimize website content: define keywords for each page, edit text when necessary and optimize images;
 - Improve websites speed;
 - Add internal links;
 - Get backlinks from reputable websites;
 - Any other necessary changes based on current SEO assessment;
- Provide a Strategy/Recommendations to keep SEO at the highest level possible.

Skills and Abilities:

Required:

- You have experience working in Search Engine Optimization
- You have experience working on Wordpress
- You are able to think creatively, strategically, and identify and resolve problems
- You are a native English speaker or have excellent verbal and written communication skills in English
- An experience in developing a communications strategy is a strong plus
- Motivation – Able to work both independently and with a team.



Mangrove Action Project

Seattle: 606 Maynard Ave S Ste 102, Seattle WA 98104 phone: (206) 207-2022
Port Angeles: PO Box 1854, Port Angeles WA 98362 phone: (360) 452-5866
e-mail: info@mangroveactionproject.org website: www.mangroveactionproject.org

"Partnering with mangrove forest communities, grassroots NGOs, researchers and local governments to conserve and restore mangrove forests and related coastal ecosystems, while promoting community-based, sustainable management of coastal resources."

Desired:

- You have experience in Web Development
- You have experience in Web Design
- Familiarity with mangroves, international conservation and tropical ecosystems
- Experience working with nonprofits

Location: Home-based (Bristol or London would be beneficial)

Contact: Leo Thom, Creative Director (Bristol) with CV/Resume and a cover letter.
Email address: leo@mangroveactionproject.org

Leo Thom,
Creative Director

Mangrove Action Project
PO Box 1854
Port Angeles, WA 98362
leo@mangroveactionproject.org
+44 7825142655

Note: MAP is a US registered 501(c)(3) tax-exempt public charity. MAP's WA Taxpayer Identification Number is 20-0833537