

**Position:** UX/SEO Specialist  
**Employment Status:** Independent Contractor or Specialist Service Provider  
**Terms:** Fixed Term Contract or similar, to be mutually agreed  
**Reports To:** Chief Impact Officer  
**Location:** Remote

## About Multiplying Good

At Multiplying Good (MG) we believe individuals are transformed through service to others. Applying service as a tool for personal growth, we help people discover their ability to bring about positive change, deliver the skills they need to make that change and, by validating their impact, inspire them to do more. We have proven that this continuum of activation, training, and recognition generates ripples of good.

We work with young people to increase confidence in their ability to make a difference and build on the skills they need to be successful. We work with organizations to recognize employees for their acts of service in the community, resulting in happier and more productive workplaces and stronger communities. We work with media to create more connected audiences and recognize grassroots unsung heroes in their communities. All together, we highlight the power of service to activate empathetic leaders and changemakers and inspire greater impact through recognition.

**Interested candidates should respond to all sections below in their application response.**

### 1. Overview

- The UX/SEO Specialist will design, test, and troubleshoot the Multiplying Good’s website UX; gather data improve the organization’s SEO; maintain the primary Marketing site.

### 2. Initial Scope of Work

- Administer and maintain Multiplying Good’s web environment, optimizing content according to UX best practices
- Plan, execute, and facilitate User Experience projects in accordance with specifications, budget, and timeline
- Develop keywords or phrases that increase traffic to website
- Coordinate site and application functionality with organization’s content management system
- Quality Assurance of site and application issues; recommend preventive measures to avoid future problems

- Maintain knowledge of emerging technology and best practices in website and application design and development
- Learn Zoho SalesIQ and Zoho PageSense tools to leverage in understanding website visitor behavior, such as tracking website elements like menus and dropdowns, link and button clicks, or even a custom event like sign up or purchase
- Set website goals and measures their performance against Multiplying Good's objectives
- Create analytics to understand the visitor customer journey and how they travel from one step on the website to another. Identify the pages that cause the maximum drop-offs
- Make recommendations and implement UX changes to minimize drop-offs identified via site analytics
- Scope potential expansion of UX/SEO improvements to include our Member Portal and 11 community microsites
- Update, change, manage, and maintain the primary Marketing site
- Perform other related duties as assigned

### **3. Required Skills, Knowledge, and Abilities**

- Experience in Web administration
- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Excellent time management skills with the proven ability to work on multiple cross-functional projects and stay within scope, schedule, cost, and quality specifications
- Expert experience with web analytics tools, Adobe Analytics, or Google Analytics
- Understand "new to business" technologies
- High standards of establishing and exceeding support service level agreements
- Genuine passion for and experience in the promotion of volunteerism, community impact, and youth leadership education

### **4. Education and Experience**

- Bachelor's degree required, preferably in Computer Science, Management Information Systems, related field, or equivalent combination of education and experience
- No less than 3 years of demonstrated experience building websites and applications required
- A portfolio of the candidate's work will be requested through the interview process

### **5. Physical Requirements**

- Prolonged periods sitting at a desk and working on a computer

## **6. Commitment to Diversity, Equity, and Inclusion**

Applicants are actively encouraged to demonstrate their commitment to and understanding of diversity, equity, and inclusion. Multiplying Good is committed to living its mission by building a culture of service. At Multiplying Good, we get to spend our time surrounded by people who see service as part of who they are. Multiplying Good strives to ensure everyone interacts thoughtfully, with respect, and with kindness. From our staff, to our consultants, vendors, partners, and other stakeholders engaged in the work of Multiplying Good, our culture of service is not only core to what we do, it is core to who we are.

## **7. How to Apply**

Candidates should send a proposal application and cover letter to: [careers@multiplyinggood.org](mailto:careers@multiplyinggood.org)

Applications will be considered on a rolling basis until the position is filled.

Multiplying Good is a 501(c)3 nonprofit with 100% remote workforce, and welcome applications and networks committed to youth development from anywhere within the United States. As the opportunity and business need arises, travel to any part of the country may be expected.

All qualified applicants are encouraged to apply. We are committed to building a diverse team to represent the communities we serve, and to pro-actively create a work environment where all voices are heard and valued.