



Sea Smart

Role: Volunteer SEO Specialist (LCP Optimization)

Start Date: ASAP

Position: Part-time volunteer, 5-10 hours per week

Location: Remote/Virtual

Are you passionate about leveraging digital tools to advance environmental causes? Join our team at Sea Smart as a volunteer SEO Specialist, dedicated to optimizing Largest Contentful Paint (LCP) metrics to enhance our online presence.

About Sea Smart

Sea Smart is a Vancouver-based charity that delivers innovative, engaging education programs based on science and current ocean issues to empower kids to be environmental champions across Canada and beyond. Created by a marine biologist, Sea Smart's innovative programs teach about ocean issues with an action-oriented and solutions-based approach that is much needed in this day and age when environmental problems are overwhelming and it is easy to lose hope. We are a small and mighty team of marine biologists and environmental educators who have empowered over 700,000 people in over 30 countries to become ocean heroes over the past seven years. Join us to power waves of change around the world!

Key Responsibilities

- Conduct comprehensive website audits to identify areas for LCP optimization.
- Implement strategies to improve LCP scores, ensuring our website loads faster and provides a smoother user experience.
- Collaborate with our web development team to address technical issues impacting LCP performance.
- Utilize SEO tools to analyze data and track progress, making data-driven decisions to drive improvements.
- Stay informed about the latest SEO trends and algorithm changes related to LCP optimization.
- Provide recommendations for content and design enhancements to elevate user engagement and promote our environmental mission.

Qualifications

- A strong understanding of SEO principles and best practices.
- Familiarity with tools such as Google Search Console, Google Analytics, and Squarespace.
- Experience in optimizing LCP metrics and improving website performance.
- Excellent analytical skills with the ability to derive actionable insights from data.
- Effective communication and collaboration skills.

- Self-motivation and a commitment to advancing environmental causes.

Benefits

- Gain valuable experience in SEO optimization within the context of environmental advocacy.
- Work alongside a passionate team dedicated to making a positive impact on our planet.
- Expand your skills and knowledge in digital marketing and website optimization.
- Flexible schedule and remote work available to accommodate your commitments.

If you're eager to contribute your skills to help us create a faster, more engaging online experience that amplifies our environmental message, we encourage you to apply!

How to apply:

Please email your resume and a brief cover letter outlining your experience and interest in the role to jobs@seasmartschool.com with the subject line "SEO Specialist Volunteer Application - LCP Optimization."

Thank you for considering joining our efforts to protect and preserve the environment! 🌍