



# Role Description

## SEARCH ENGINE OPTIMISATION (SEO) SPECIALIST VOLUNTEER

### Organisation Description

Burning Nights CRPS Support is a UK charity working to improve life for all those affected by Complex Regional Pain Syndrome (CRPS). We raise awareness about CRPS amongst the public, health and legal professionals by providing awareness sessions, so diagnoses can be made quicker and treatment started more rapidly. We also offer support and information through a number of volunteer-led services, including an evidence-based website, support helpline, online forum, email and social media support, annual conference and regional support groups. More recently, we have launched our CRPS Counselling & Therapy Service and Virtual Befriending Service, which have been met with an enthusiastic response. Charity Reg No. 1166522 (England & Wales)

### Location

Online / Remote volunteering

### Area of the Charity

Communications & Marketing Team

### Number of Hours per week Required

We estimate the initial SEO audit will take around 15-20 hours, with ongoing maintenance and strategy adjustments requiring approximately 5-10 hours per week as a minimum, plus attending a monthly meeting with the team. We are flexible and realistic with your time and appreciate any time you can offer. You are not under any contract to perform these tasks nor are you under any obligation to carry out this role. There are no set hours or days for this voluntary role. It is only as and when you are able to volunteer.

### Minimum Commitment

Ideally, a minimum of 6 months commitment if possible.

**Burning Nights CRPS Support** (Working to improve life for all those affected by Complex Regional Pain Syndrome (CRPS))

**Registered Address:** 1 Alder Brook, Chinley, High Peak, Derbyshire SK23 6DN

**Tel:** 01663 795055

**Email:** [support@burningnightscrps.org](mailto:support@burningnightscrps.org)

**Web:** [www.burningnightscrps.org](http://www.burningnightscrps.org)

**Charity Registration Number 1166522** (England & Wales)

## Main Purposes of the Role

We are looking for 2 detail-oriented and strategic Search Engine Optimisation (SEO) Specialist Volunteers to help optimise our online presence and ensure our campaigns and content reach the communities that need them most and increase the charity's search engine results rankings. The SEO Specialist Volunteers will play a key role in enhancing the visibility and searchability of Burning Nights CRPS Support's website and digital content.

The SEO Specialist Volunteers will be volunteering within the Communications & Marketing Team to implement SEO best practices, conduct keyword research, improve site structure, and analyse web performance – all to ensure our content reaches a broader audience and amplifies the voice of our charity's supporters online.

## Key Tasks and Objectives

- **Competitor and Keyword Research:** Conduct keyword research to inform website content and campaign strategies.
- **On-page optimisation:** Optimise existing content for improved search engine ranking (meta tags, meta descriptions, headers, alt text, etc.)
- **Monitor and analyse SEO performance** using tools such as Google Analytics, Google Search Console, and SEMrush.
- **Technical SEO Implementation:** Identify technical SEO issues and collaborate with content teams to resolve them.
- **Backlink and Off-Page SEO:** Assist in developing backlink strategies and improving domain authority.
- **Support the content team in creating SEO-optimised articles and pages.**
- **Provide monthly reports on SEO performance** and suggest improvements.
- **Stay up to date with SEO trends, Google algorithm updates, and emerging best practices.**

## Key Skills or Qualifications

- Excellent understanding of SEO principles and search engine algorithms.
- Proven experience in conducting SEO audits, strategy development, and implementation.
- Experience using SEO tools such as Google Search Console, Google Analytics, Ahrefs, or SEMrush or similar platforms.
- Previous experience in digital marketing, content strategy, or technical SEO.
- Ability to perform keyword research and competitor analysis.
- Familiarity with HTML, CSS, and content management systems (ideally Django framework).
- Strong analytical skills and attention to detail.



- Excellent written communication and reporting skills.
- Evidence of organisational skills, with good attention to detail.
- The ability to work independently, turning recommendations into action without needing constant oversight.
- A passion for using your skills to support patients and families impacted by a debilitating pain condition and help save lives.
- Passion for creating inclusive and accessible digital spaces.
- Highly organised, self-motivated, and able to work independently.
- Enthusiastic about supporting a small charity.
- Willing to learn, adapt, and collaborate with a supportive team.

### Desirable Experience

- Experience of Google Ads for nonprofits.
- Experience of using Django framework websites.
- Familiarity with accessibility best practices and inclusive web design.
- Experience working with or volunteering for nonprofit / charitable organisations.
- Demonstrable IT skills, particularly Google Drive and Microsoft.
- Good research and information management skills.
- An understanding of the charity sector and/or fundraising.

### Key Benefits

- Volunteer as part of a forward-thinking, supportive team.
- Unique opportunity to directly contribute to strategic SEO recommendations, and the implementation of those changes to increase the charity's visibility.
- At Burning Nights CRPS Support you'll use your SEO skills for a mission with a real, measurable impact. This is more than just a volunteer role, it's an opportunity to change and save lives.
- Make a meaningful difference in the lives of patients and families impacted by a severe pain condition.
- Building your network and forming connections with like-minded people and organisations.
- Enhance your CV and gain skills that are transferable to a variety of career paths.
- Receive training and ongoing support from our team.
- Experience the personal satisfaction and fulfilment that comes from helping others.

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## Training and Support

- Full induction to our organisation, as well as check-ins, ongoing training, supervision and support from the Communications & Marketing Lead Volunteer, Volunteer Co-ordinators, Trustees and the Volunteer Team.
- This a remote volunteering opportunity with regular online team check-ins and collaborative sessions with a supportive, creative, and inclusive team environment.
- Relevant and ongoing training for your volunteer role.
- Regular updates on charity activities.
- Support, advice and guidance from Charity team.
- After 3 months volunteering, all volunteers are eligible for additional training courses (reasonable cost).
- Out-of-pocket expenses, approved in advance will be reimbursed.

## How To Apply

If you think you could be the person we are looking for, we would love to hear from you. We invite anyone to apply for our volunteering opportunities, regardless of ability or experience.

Find current volunteer opportunities and apply for roles through recruitment platforms [Charity Job](#) and [Reach Volunteering](#). To find out more and register your interest, you can also fill out the [application form](#) on the Burning Night CRPS Support website or get in touch by phone or email.

Please note that you will be asked to submit a copy of your CV before interview and all volunteers are subject to two reference checks. All volunteer roles that involve interaction with vulnerable service users require an up-to-date DBS check, which the Charity will cover the cost of.

When applying, please include a cover letter explaining your interest in the role, details of your experience with SEO, and links to any websites or content that you have helped to optimise.

## Contact information

Tel: 01663 795 055 (UK)

E: [admin@burningnightscrps.org](mailto:admin@burningnightscrps.org) / [victoria@burningnightscrps.org](mailto:victoria@burningnightscrps.org)

W: [www.burningnightscrps.org](http://www.burningnightscrps.org)

A: 1 Alder Brook, Chinley, High Peak, Derbyshire SK23 6DN (UK)