

# Web developer / SEO and Google Analytics Expert – Freelance Consultant

## Terms of Reference

<b>Reporting to</b>	The Urban Hub at Save the Children Switzerland
<b>Duration of assignment</b>	approx. 20 days of work within 3 months with a possibility to extend
<b>Work location</b>	Flexible
<b>Starting date</b>	As soon as possible
<b>Remuneration</b>	Based on days worked and an agreed upon daily rate
<b>Position advertised</b>	28 March 2021

## Objective

The Global Alliance – Cities4Children is looking for a freelance part time web developer to help us make some adjustments to our website [www.cities4children.org](http://www.cities4children.org), ensure SEO optimisation and support our team with Google analytics. The website is a WordPress-based website.

## Scope of Work

1. Web development including:
  - Expansion of blog page functionalities: filtering function, further design functions
  - Additional pages such as an 'Events' page, a 'Careers page' and a 'Youth Advocacy hub'
2. SEO optimisation
3. Support with Google Analytics reports and support for the team to better understand certain features.

## Required Skills, Knowledge and Experience

- Extensive web development and web design experience particularly with Wordpress based websites
- Expertise in SEO Optimisation
- Google Analytics
- Good time-management and organizational skills
- Excellent command of the English language.

## Application procedure

Interested applicants should submit the following documents by April 15 2022 to [info@cities4children.org](mailto:info@cities4children.org)

- An updated CV.
- A cover letter clarifying how your expertise is suited to this work, including remuneration expectations/ requirements and information on availability to start work
- Successful prior projects to demonstrate the candidate's competencies and experience in the field.
- Contact information for 2 relevant referees.
- Only shortlisted candidates will be contacted.