Web developer / SEO and Google Analytics Expert – Freelance Consultant
Terms of Reference

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