**Business Volunteers Unlimited is pleased to announce a Fellow Opportunity with**

***Hitchcock Center For Women Inc.***

**ABOUT HITCHCOCK CENTER FOR WOMEN**

The Hitchcock Center for Women’s primary mission is to support women and families with substance use issues. Compared to placing a child in the foster care system, we provide our treatment at a fraction of the cost to the community. HCFW provides a stable and supportive environment for mothers and their children to live on our historic campus. We also provide treatment while children are living with a relative, so that a mother receives the support she needs.

**FELLOW OPPORTUNITY**

Hitchcock Center is looking for an experienced individual to help evaluate/give feedback for online visibility and social media engagement. We want to be able to leverage Google Ads/ Search Engine Optimization (SEO) for better discoverability and increase the number of referrals to the residential ASAM 3.5 treatment center.

*IT/PR Evaluation Role*

* Work directly with Marketing team
* Develop an effective social media, to include a recruitment process, materials, and strategies.
* Lead and identify a new method of online visibility and social media engagement.
* Evaluate and provide feedback on the Hitchcock Center's online visibility and social media engagement.
* Develop strategies to optimize the use of Google Ads and Search Engine Optimization (SEO) to enhance online discoverability.
* Analyze and interpret web analytics data to suggest improvements and optimizations for better search engine rankings.
* Conduct SEO audits and competitor analysis to identify areas for improvement and potential opportunities.
* Manage and optimize Google Ads campaigns, keeping a close eye on budgets while maximizing ROI.
* Collaborate with content and design teams to create engaging, SEO-friendly content for social media and the website.
* Develop and manage a social media strategy to boost engagement, followers, and conversions.
* Select key performance metrics related to SEO, Google Ads, and social media engagement.
* Work towards increasing the number of referrals to the residential ASAM 3.5 treatment center through online channels.
* Stay up-to-date with the latest SEO, Google Ads, and social media trends and best practices.

**TERM**

100 hours during 2023 (hybrid)

**LOCATION**

* Office is located at:  
  1227 Ansel Rd.

Cleveland, OH 44106

**STIPEND**

$2,000

**QUALIFICATIONS**

• Strong understanding of SEO principles and Google Ads management.

• Experience in website analytics tools (e.g., Google Analytics).

• Excellent understanding of social media platforms and how to effectively engage audiences.

• Exceptional analytical skills with the ability to translate complex data into actionable strategies.

• Knowledge in the healthcare industry is a plus.

**To be considered for this opportunity and to request application materials, please contact   
Sarah Castle (**[**scastle@bvuvolunteers.org**](mailto:scastle@bvuvolunteers.org)**)**

***The BVU Fellows Program matches the talents of highly skilled professionals with local nonprofits to engage in a transformative project that benefits the community.***

**For more information, visit our webpage:**

[**BVU**](http://bvuvolunteers.org/)