

JOB TITLE:	Volunteer SEO & Content Strategy Manager	ROLE:	SEO & Content Strategy Manager (potential future paid role, funding dependent)
HOURS PER WEEK:	Flexible / 80% dedication mandatory	LOCATION:	Remote
REPORTING TO:	Digital Marketing Director		

JOB PURPOSE:

This Is Not a Marketing Role. It's a System-Building Role.

Tell My Truth and Shame the Devil C.I.C. exists to confront and expose the realities of childhood sexual abuse (CSA), centre survivor truth and accountability, support young people into economic empowerment, and build community-owned, open-source systems that serve people rather than capital.

We are:

- Values-led
- Anti-capitalist
- Community-driven
- Decentralised by design

We are not here to produce promotional content for clicks alone. We are here to communicate truth responsibly, to build trust, invite participation, and ensure survivor-centred work is represented with care, dignity, and purpose.

The Purpose of This Role

The SEO & Content Strategy Manager is responsible for designing and maintaining a long-term content and search strategy that ensures the CIC's knowledge, campaigns, and survivor-centred resources are discoverable, structured, and accessible.

This role exists to:

- Connect the CIC's mission with the people actively searching for information, support, and education
- Ensure digital content is organised into meaningful knowledge systems rather than isolated posts
- Strengthen public awareness of CSA issues through responsible, structured information
- Support sustainable digital growth through ethical search visibility

You will not be inheriting a finished content ecosystem.

You will be helping to design one that can grow with the movement.

About the Role:

This role ensures that content produced by the organisation including articles, educational materials, and campaigns is strategically organised, accessible through search, and aligned with safeguarding and trauma-aware communication standards.

Experience Qualification and Requirements

Essential Technical Competencies

- Practical experience in SEO, content strategy, or digital publishing
- Understanding of how search engines and content ecosystems function
- Ability to conduct keyword research and topic analysis
- Experience planning structured content systems (pillar pages, topic clusters, learning pathways)
- Ability to optimise website pages, blog content, and educational resources for search visibility
- Familiarity with SEO tools, analytics platforms, or content management systems

- Strong strategic thinking and long-term planning ability
- Ability to collaborate with writers, designers, and campaign teams
- Sensitivity when working with serious and vulnerable subject matter
- Willingness to follow safeguarding, ethical communication, and data protection frameworks
- Equivalent professional or voluntary experience accepted

Desirable Competencies

- Experience working in non-profit, CIC, or mission-driven organisations
- Familiarity with content systems for education or advocacy
- Experience planning campaign-based content clusters
- Understanding of accessibility and inclusive digital communication
- Experience working with volunteer-led teams
- Familiarity with low-cost or open-source digital tools

Qualifications

- Formal qualifications: Not required.
- Professional experience: Equivalent practical experience acceptable.
- Data protection or safeguarding training: Required once in post. Training can be provided.

Main Responsibilities/ Key Duties

- Develop and maintain an SEO and content strategy aligned with the CIC's mission and campaigns
- Conduct keyword and topic research related to CSA awareness, survivor support, and community education
- Plan structured content systems such as: Pillar pages, Topic clusters & Educational learning pathways
- Work with copywriters, visual producers, and campaign leads to shape content priorities
- Optimise website pages, blogs, and campaign content for search visibility and accessibility
- Track content performance using search and engagement data
- Identify information gaps and opportunities for educational content
- Ensure all published content follows trauma-informed and safeguarding communication standards
- Support integration between website, email, and campaign content systems
- Document strategy, workflows, and processes for continuity and scaling

What This Role Requires

- Experience or working knowledge of SEO and content strategy
- Ability to plan long-term content systems rather than individual posts
- Strategic thinking and structured planning skills
- Understanding of ethical communication in sensitive subject areas
- Willingness to work within safeguarding and ethical storytelling frameworks

What You Gain:

- Founding role in a community-driven digital movement
- Leadership experience in ethical SEO and knowledge systems
- Opportunity to build a long-term public education and content structure
- Direct contribution to survivor-centred awareness and information access
- Experience collaborating across marketing, content, and campaign teams
- Priority consideration for future paid roles as the CIC becomes financially sustainable

Next Steps:

Shortlisted candidates will be invited for:

- Values-led discussion
- Practical conversation on coordination and operational planning

