



## Volunteer Role Description - Google Ads Administrator

A hugely rewarding (and fun) role, as volunteer Google Ads Administrator is a part of our Media Team to help research, create and manage Google Ads for CDPA.

CDPA is a registered charity dedicated to caring and improving the lives of cats and dogs in Ireland. Our volunteers collaborate with local communities to reduce animal suffering through our Trap-Neuter-Return, foster-rehoming and welfare programmes.

<b>Commitment required:</b>	6 months
<b>Minimum weekly commitment:</b>	4 hours
<b>Location:</b>	Online

### Role Description

- Research trends and create google ads to raise awareness
- Design and manage google ad campaigns
- Provide monthly reports

### Desired Qualities

- € Excellent communication and computer skills
- € Passionate about animal welfare
- € Knowledge of Google Ads

### Desired Experience

- € Excellent written and verbal communication skills
- € Experience working with computers
- € Experience in running Google Ad campaigns

### Other requirements

- Access to own computer

**As a CDPA volunteer you will be benefit from**



- A hugely fun and rewarding experience being part of a media team that aims to promote and enable CDPA to help animals in need
- Access to a strong, supportive community of animal rescuers throughout your volunteer journey with the CDPA
- A full induction, comprehensive training & ongoing support
- Ongoing training from an expert team of volunteers
- Opportunities to become involved in other aspects of the charity
- Experience of working in the Animal & Charity Sector

*CDPA is firmly committed to diversity in all areas of our work. We are committed to developing and maintaining an organisation in which differing ideas, abilities, backgrounds and needs are fostered and valued, and where those with diverse backgrounds and experiences are able to participate and contribute.*