



**Position Title:** Google AdWords/Analytics Consultant  
**Department:** Communications  
**Location:** Spring Green, WI  
**Category:** Volunteer

Taliesin Preservation, Inc. (TPI) is a Wisconsin 501(c)(3) founded in 1990. As stewards, TPI's dual mission is to preserve the cultural, built and natural environments that comprise the Taliesin property in Spring Green, Wisconsin, and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright's architecture and ideas. To learn more about our work, please visit [www.taliesinpreservation.org](http://www.taliesinpreservation.org).

**Volunteer Position Summary:**

The Google AdWords/Analytics Consultant works closely with the Communications Manager to drive website intelligence and improve Taliesin Preservation's online presence and drive area tourism and interest.

**Tasks May Include:**

- Use established communication goals to draft Google Ad Words campaigns to drive tourism and interest
- Utilize the nonprofit spending allowances from Google to implement creative campaigns based on seasonal themes
- Monitor website performance, trends, and campaigns using Google Analytics
- Assist in web metrics reporting by creating and generating reports
- Support website and campaign optimization
- Proposing page updates, including meta keyword tags, header tags, and alt tags
- Assist with site map creation

**Time Commitment:**

- Volunteers will be asked to complete a one hour onboarding session with our Communications Manager (may be broken up)
- Due to the complexity of this role, volunteers are asked to commit for a six (6) month period
- 2-8 hours per week
- This work can be completed remotely

**Minimum Qualifications:**

- 1-5 years experience using, optimizing, and reporting with Google Analytics
- Ability to analyze traffic, and find opportunities and insights
- Previous experience with AdWords
- SEO-SEM-PPC and digital marketing experience is a plus
- Interest in working with qualitative and quantitative analysis
- Attention to detail
- Advanced computer skills
- Excellent writing and communication skills
- Preference will be given to individuals with a knowledge of the life and work of Frank Lloyd Wright, Taliesin, and the Taliesin Fellowship