

Open Team is looking for a volunteer: SEO Lead

Are you sensitive to what you consume? Do you feel that the planet is sick? That our system is falling apart? You want to contribute to change through action, but do not necessarily know how to do it?

In spite of this observation, do you wish to make your contribution to an organization that seeks to rebalance these disparities? Bring your energy, join Open Team!

About Open Team

Open Team is a non-profit organization created early 2015 following the 20th annual UN Climate Conference (COP20) in Peru. The team of co-founders became aware of the effects of global warming and how governments are trying to coordinate their efforts to contain the devastating consequences on our environment. They were shocked to note the gap between the facts reported by the scientists presented in this closed ecosystem of negotiators, and the limited understanding that the public opinion has about this issue, which threatens the very survival of our civilization on a horizon of a century.

The Open Team wanted to respond to these challenges by creating an accelerator, the Scale School, with the goal to replicate large-scale social and environmental solutions on a large scale.

Thanks to the Scale School, entrepreneurs who have implemented innovative and mature solutions can pass on their know-how at large scale to emerging entrepreneurs who can be more efficient in replicating a proven solution.

The Accelerator and the team are based in Paris. We primarily support projects in developing countries.

The first project supported is called Spiral Farm House, located in Nepal and founded 5 years ago by Sudarshan Chaudhary. This young entrepreneur came back to his parents' farm after his master's degree in Kathmandu. His vision led him to turn the traditional farm into an organic farm, with the principles of biodynamics, to regenerate agricultural land damaged by fertilizers, bring food security to his village and train many young people and women on his techniques.

Through our support, the project aims to be accelerated to create a large network of hundreds of micro organic farms, organized into a cooperative, which will distribute its production to Kathmandu and other cities in the country.

Our areas of action

The projects we met from the beginning of our adventure led us to develop a particular focus on the following themes: reforestation, agroforestry, responsible consumption, food security, education, gender equality, renewable energies, respect for indigenous cultures... which are all interconnected topics.

Our team

We are an intergenerational team, young in spirit, working a lot remotely and in an English-speaking environment. By joining the project, you will meet beautiful people, deeply human, showing respect and open-mindedness. Whether you are based in Paris or elsewhere, you can join our team.

What your involvement at Open Team can bring you

- The opportunity to support the causes that matter to you and join a network of people who share the same purpose in life
- Develop personally, acquire new skills, professional contacts (eg our partner companies) and visibility through our media
- Better understand the issues of socio-economic and environmental development of our world, discover social, environmental or technological innovations, learn about new cultures and civilizations.

We will make sure that the topics you are working on correspond to the reasons for which you will be involved.

What will your missions be?

Your mission is to provide a natural referencing guide to the Open Team web pages, with the aim of making the visibility and audience of the websites more accessible over the long term and the accessibility of the various information to the Internet users.

For this, you will need, in an audit:

- Study the current positioning of the site and the particularities of SEO in its sector of activity
- Define a natural search strategy by focusing on content and coding rules
- Implement it technically by carrying out an audit on the existing one and proposing in a report the corrective / optimization actions to be carried out (technical structure of the code, architecture of the site).
- Set it up in the form of an SEO-oriented charter, part of the editorial charter, and in the form of best practices for the integrator, content / community manager (readability of articles, recurrence of keywords) , strategy "off site" on the exchange of links, etc ...)
- Supervise the first articles and validate their SEO conformity



What skills are required?

- Master the operation of search engines and optimization techniques.
- Transversal discipline: skills in web marketing, webmastering and traffic management.
- Internal communication, editorial and editorial capabilities
- Mastery and exploitation of several of the following tools: Google Analytics, SEMRush, Botify, Search Console, Logs analysis ...

Job start date: as soon as possible

Target availability: 1/2 day per week during one month, then punctually

Contact: join@openteam.co