

GOOGLE AD EXPERT

Our Communications team is looking to welcome a Google Ads Expert volunteer to support their digital marketing efforts and strengthen the HBSPCA online visibility. This role is focused on managing and optimizing the HBSPCA Google Ads Grants Account and to help facilitate a competitive analysis.

If you're an experienced Google Ads professional looking to donate your expertise to a meaningful cause, we'd love to hear from you!

- **Location:** This position will be based at the HBSPCA Admin Offices at McMaster Innovation Park, 175 Longwood Avenue Hamilton
- **Time commitment:** We ask our volunteers to commit to a weekly shift of 3 hours. This position is best suited to a weekday morning 9am-12, ideally Wednesdays.
- **Skills:** Proven hands on experience managing Google Ad campaigns. Strong knowledge of key word strategy, campaign optimization and performance tracking.

[Apply Here](#)