



Volunteer Website Analyst

Role Description and Person Specification

About Pain Concern:

Pain Concern is a charity providing information and support to people with pain and those who care for them, whether family, friends or healthcare professionals. Visit our [website](#) to find out more about what we do, including our [Airing Pain](#) radio programme, [Pain Matters](#) magazine, information helpline, community pain education sessions and our research and campaigning work.

All pain is unpleasant, but for the 7.8 million people in the UK living with long-term pain it is a part of everyday life. It diminishes quality of life more than any other condition, leading often to loss of work, depression and disability. Anyone at any age can develop persistent pain and you will very probably know somebody affected. Although there is usually no cure, people who receive the appropriate treatment, information and support can manage their condition effectively with life-changing results.

Role Purpose:

We are looking for an individual who can support us with a short-term project of tagging our publications on our website.

This voluntary role provides an opportunity to gain and develop skills whilst helping to improve our service user experience.

As a website analyst volunteer, you will be a member of our Publications team and assist our Managing Editor.

By joining us you will join a fast-growing and respected service.

What would you be doing:

- Work with research and editorial teams to collect, refine and prioritise data capture/tagging requirements
- Support the Managing Editor to improve the SEO of the website

Is this role right for me:

We are looking for an individual who possesses **some or all** of the below experiences, skills and qualities.

- Understanding and experience of tag implementation
- Excellent knowledge and experience using Google Analytics or Tag Analytics experience (ie Web Trends, Adobe, Google Analytics and Tag Manager)
- Excellent knowledge of WordPress
- A working understanding of IT, Microsoft office and have access to a computer, laptop, or tablet with internet access
- Happy to use Microsoft Teams for meetings
- Attention to detail
- Knowledge of / interest in pain and long-term conditions

Availability and location

- Volunteer 2-4 hours per week
- You can volunteer on days/times which suit you and fit around your current commitments
- You can volunteer from our office at Newcraighall, Edinburgh or from your location.

Benefits to you:

- Experience volunteering as part of a friendly team
- Meet new people
- Build on your employability skills
- A dedicated volunteer line manager looking after you
- A job reference
- Reasonable travel expenses will be reimbursed in accordance with our Volunteer Policy
- Satisfaction of giving a valuable service to the community.

How do I apply:

Download and complete an application form our website at <https://painconcern.org.uk/volunteer-for-pain-concern/>

For more information contact hr@painconcern.org.uk