

COMPASSION UNITES

Web and SEO Manager

Compassion Champion Role

The Opportunity

Compassion Unites is a cross-sector mental health alliance that brings communities, institutions, and organizations together to address the global mental health crisis. Our programs run across university campuses, corporate environments, government institutions, and communities in multiple countries.

Our work needs to be found. By philanthropy leaders looking for partners. By policy thinkers researching mental health. By corporate executives considering CSR and employee wellbeing programs. By people who do not yet know us but who are searching for what we offer.

Discovery happens in two places now: through Google search, and through AI engines like ChatGPT, Perplexity, Claude, and Gemini. The first is mature. The second is new and growing fast. Both are where we are largely invisible today.

The AEO opportunity is open. What we need is someone who can own the digital surface of CU end to end: search, AEO, content publishing, analytics, and the diligence to track and improve every week.

We are looking for a Compassion Champion with serious SEO and AEO experience, fluency in Google Analytics and Search Console, and the discipline to make decisions from data.

As a Compassion Champion, you join a global community of professionals contributing their skills to a cause that is bigger than any one of us.

What You Will Do

You will own the digital discovery surface of Compassion Unites

SEO and AEO strategy

- Own keyword strategy: research, prioritization, clustering.
- Own AEO strategy: getting CU cited in AI engines (ChatGPT, Perplexity, Claude, Gemini).
- Set and track measurable targets for organic traffic, keyword rankings, domain authority, and AEO citations.

Technical SEO

- Schema markup and structured data.
- Site architecture, internal linking, sitemap, canonical tags.
- Page speed and Core Web Vitals.
- Crawlability, indexation, mobile and accessibility.

Content publishing

- Upload finished content from the Content Writer and PM: blog posts, position papers, essays, case studies, landing pages.
- Apply SEO and AEO best practices to every page: titles, descriptions, headers, alt text, schema, internal links.
- Build new pages and landing pages as needed.
- Maintain the editorial calendar inside the CMS.

Performance and analytics

- Set up and maintain Google Analytics, Search Console, and AEO tracking tools.
- Build dashboards the team can read at a glance.
- Report monthly on traffic, rankings, conversions, and AEO presence.
- Run experiments, document what compounds, and iterate.

Coordination

- Work with the Content Writer on SEO and AEO-aware briefs.
- Work with the Product Marketer on positioning-aligned metadata and page structure.
- Support tentpole campaigns with landing pages and tracking infrastructure.

What We Are Looking For

SEO expertise.

- Five+ years in SEO, growth marketing with SEO focus, or content marketing with deep SEO discipline.
- Demonstrable track record: traffic growth, keyword rankings, and domain authority improvements you can show us with numbers.
- Comfort across on-page, technical, and off-page SEO.

AEO understanding.

- You understand how AI engines surface and cite content, and you optimize for it.
- You know what AEO discipline looks like in practice: answer-shaped content, schema, source signals, citation patterns.
- You stay current as engines like ChatGPT, Perplexity, Claude, and Gemini change how they pull from the web.

Analytics fluency.

- Google Analytics and Search Console at expert level.
- You build dashboards, set up tracking, and interpret data without prompting.
- You distinguish signal from noise in performance data.

Data-driven discipline.

- You set targets and track them weekly or monthly.
- You make decisions from data and can explain every recommendation with the numbers behind it.
- You report performance honestly, including what is not working.

Technical experience.

- Schema markup, structured data, page speed, Core Web Vitals, sitemap, canonical tags.
- CMS fluency (Webflow, WordPress, Sanity or equivalent).
- HTML and CSS comfort for content production and page builds.

Faith, science, and policy fluency.

- You can shape discovery for content that bridges clinical research, faith and contemplative traditions, and institutional policy.
- You understand why bridging these registers is hard and care about getting it right.
- You hold the depth of each in your keyword and AEO work.

Self-starting.

- You take a brief and run.
- You escalate only when needed.
- You bring problems and proposed solutions together.

Tools

- Google Analytics and Search Console.
- SEO platforms (Ahrefs, Semrush, or equivalent).
- AEO tracking tools as they emerge.
- AI tools (see below).

Our Expectations Around AI

Compassion Unites is an AI-native team. Every team member uses AI tools daily as part of their workflow for velocity and volume. This is how we operate.

For this role, that means:

You already use AI in your SEO and AEO workflow. We will ask you what tools you use, how you use them, and what you have learned about their limitations.

You are comfortable using AI for keyword research, SERP analysis, content optimization, schema generation, technical audits, AEO citation testing, and analytics summarization. You know which tasks AI handles well and which it does not.

AI accelerates the work. Strategic judgment, the choice of what to measure, and the responsibility for what we publish to the web stay with you.

You are open to adopting new AI tools as they emerge. The landscape moves fast and we expect the team to move with it.

Commitment

This role runs on a steady weekly rhythm. SEO and AEO need consistent attention, weekly tracking, and ongoing iteration. Expect intensive sprints around major content drops, balanced by the always-on work of monitoring, reporting, and continuous improvement. This is a Compassion Champion role, structured as volunteer with bounded scope.

How to Apply

Complete the application form and submit your portfolio:

- three samples of your work: ideally one SEO case study with measurable traffic or ranking growth, one AEO sample showing your thinking on AI-engine optimization, and one analytics dashboard or report so we can see how you think about data,
- a CV, and
- a brief note on what drew you to this role.

We review every application carefully.

- Confidential -