

D.A. Google Ad Manager PC

Project Contributor for the GSB Communications & Technology Committee

A volunteer **Google Ad Manager** is needed to serve as an Project Contributor on the GSB Communications & Technology Committee (CommTech). PCs attend monthly committee meetings on Zoom (Sundays) as requested.

This D.A. service volunteer would be responsible for the following:

- Raising awareness and spreading the message of D.A. using Google search ads.
- Utilizing the Google Ad Grant that D.A. has received to the fullest extent
- Optimizing ads, goals and conversions, increasing our click-thru rate, etc.
- Reporting monthly results using the [Ad Grants Conversion Tracking Guide](#) and/or **Google Analytics**.

Skills sought

To successfully fulfill these duties, the Google Ad Manager should be well-organized and detail oriented, and have a desire to serve the membership on a world level. Experience managing Google Ad Campaigns is required.

See more info here:

- [Google Ad Grants - Free Google Ads for Nonprofits](#)
- [Google Ad Grant Support](#)
- [Google Ad Grant Program Basics](#)

For more information on what it means to be a PC:  [Project Contributor 2023.pdf](#)

To apply for this position: [PC Application Form](#)