POSTING TITLE: Manager, Marketing Analytics

LOCATION: New York, NY

POSITION SUMMARY

The United Nations Global Compact is the world’s largest corporate sustainability initiative with over 20,000 participating companies in 163 countries, and 70 Country Networks around the world. We enable and support companies across all sectors, geographies and sizes in their efforts to help meet the United Nations Sustainable Development Goals (SDGs) through responsible business practices. Today, 80% of participating companies have implemented actions to advance the SDGs.

The United Nations Sustainable Development Goals (SDGs) are the collective plan of global commitments required to end extreme poverty and hunger, tackle climate change and create a more socially inclusive world by 2030.

This is a significant, multi-stakeholder effort which cannot be delivered by Governments and Civil Society alone. The actions, innovations and finances of businesses around the world are critical to our ability to deliver. The UN Global Compact supports companies to do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption.

We are an ambitious team, energized behind our mission of mobilizing a global movement of responsible companies to create the world we want. We are looking for an experienced and mission driven data analyst to join our team.

The Manager, Marketing Analytics role will report to the Sr. Manager of Participant and Market Insights and will be responsible for stewarding and leading data analysis and management for the Marketing and Participant Engagement, enabling us to manage our data professionally and better engage companies through our marketing and recruitment of companies. In addition, this role will help support our insight practice, helping us to better understand companies’ needs so that we can enable them to succeed.

The Foundation for the Global Compact is a hybrid work environment. This position requires a minimum of 3 days a week in the New York City office.

DUTIES AND RESPONSIBILITIES

- Lead monthly, quarterly, bi-annual, and annual results reporting for Marketing and Participant Engagement.
- Build, develop, improve, and maintain Salesforce reports and dashboards for Marketing and Participant Engagement.

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Job Opening   | Manager, Marketing Analytics

- Support Participant Engagement with annual target setting for company recruitment by creating and delivering Salesforce dashboards for ongoing progress tracking.
- Support the annual growth planning process by developing a forecast model for recruitment and retention of new participants.
- Partner with the Digital team by staying informed on the implementation of Snowflake data warehouse and advise on data pipeline requirements to enable stronger integration of our data sources for visualization.
- Provide tracking analytics to Marketing on tactics such as marketing ROI and campaign performance, prospect generation, and prospect conversion.
- Support the Net Promoter Score programme measuring company satisfaction with the Global Compact.
- Meet ad-hoc data requests from Marketing and Participant Engagement teams to improve content and presentation material for prospect and donor generation activities (e.g., webinars, talking points)
- Analyze and report on marketing program effectiveness across a range of channels: website, email, SEO, referrals, social and develop unique stories from data for marketing and thought leadership.
- Analyze and report on performance in the participant journey across the website, in the participant portal, and programme engagement.
- Support insights generation from internal and external data sources to inform strategy and messaging for prospects.

COMPETENCIES

Problem-solving and strategic thinking

- Analytical thinker and experience in data-driven marketing or sales.
- Ability to carry-out projects from beginning to end and work cross-functionally as required.

Strong project management, multitasking, and decision-making skills

- Self-starter with solid organizational skills including attention to detail. Results oriented attitude.
- Ability to manage multiple projects and priorities in a changing environment.
- Proven critical thinking, decision-making, and problem-solving skills.

Advanced proficiency in key digital tools and analytical skills

- Salesforce/other CRM contact management and reporting systems
- Experience using visualization and analytics tools: Salesforce analytics studio and Tableau experience preferred
- Experience working with forecasting models and predictive analytics
- Working level knowledge of SQL and fundamentals of database management preferred
- Advanced proficiency in essential communications and reporting tools: Excel, PowerPoint, Word, Google suite
- Proven experience in analyzing data to extract insights and form key takeaways about client engagement and satisfaction
- Ability to translate data into strong and cohesive recommendations for the organization to better support prospect organizations and internal teams.
Foundation for the Global Compact

Job Opening | Manager, Marketing Analytics

- Knowledge of global sustainability trends or willingness to learn.

Proven delivery of results:

- Develops clear goals for deliverables. Identifies priority activities and assignments, allocates appropriate time and resources, tracks progress, and escalates project risks.
- Foresees risks and allows for contingencies when planning. Monitors and adjusts plans and actions as necessary.

Works in diverse teams and across geographies:

- Works collaboratively with colleagues in different teams and working locations to achieve organizational goals.
- Solicits input by genuinely valuing others’ ideas and expertise; is willing to learn from others.

CORE VALUES:

- **Integrity**: Demonstrates the values of the United Nations in daily activities and behaviors; acts without consideration of personal gain; resists undue political pressure in decision-making; does not abuse power or authority; stands by decisions that are in the Organization's interest, even if they are unpopular; and takes prompt action in cases of unprofessional or unethical behavior.
- **Professionalism**: Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; and remains calm in stressful situations.
- **Respect for Diversity**: Works effectively with people from all backgrounds; treats all people with dignity and respect; treats men and women equally; shows respect for and understanding of diverse points of view and demonstrates this understanding in daily work and decision-making, examines own biases and behaviors to avoid stereotypical responses, and does not discriminate against any individual or group.

EDUCATIONAL AND EXPERIENCE REQUIREMENTS

- A first-level university degree in marketing, communications, business administration, or management, or related field. Master’s degree a plus.
- 3-5 years of experience in a data analyst or marketing analyst role.
- Experience working with data visualization tools such as Tableau or Looker.
- Experience translating results from data analysis into clear, strategic recommendations.
- Experience working on issues related to corporate sustainability is preferred but not required.
- Proficiency in English is required (full command on both spoken and written).

BENEFITS

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Foundation for the Global Compact
Job Opening | Manager, Marketing Analytics

- Salary Range – $61,000 - $81,000
- Retirement Plan – 15% employer contribution after 6 months of services with additional 7.5% matching option.
- Vacation Days - 30 paid days (6 weeks) per year.
- Paid Parental Leave
- Medical /dental/vision employee coverage

RECRUITMENT PROCESS
- Please include the following materials in your e-mail submission to UNGC1@unglobalcompact.org with the subject heading “Manager, Marketing Analytics”
  1. Cover Letter
  2. Resume/CV
- Applications will be accepted until 28 June 2024
- Given the anticipated volume of submissions, only highly qualified candidates will be contacted. No phone calls or unsolicited emails outside of the submission process.

Applicants must be authorized to work in the United States. The Foundation for the Global Compact does not sponsor work visas.

The Foundation for the Global Compact is committed to creating a diverse and inclusive environment of mutual respect. The Foundation for the Global Compact recruits and employs staff regardless of gender identity, sexual orientation, race, religious, cultural and ethnic backgrounds or disabilities. Reasonable accommodation for applicants with disabilities may be provided to support participation in the recruitment process when requested.

Interested in learning more about the UN Global Compact? Click here to sign up for our monthly Bulletin!

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