POSITION: Consultant, Marketing and Communication for Latin America

UBICACIÓN: Remote (Anywhere from the region)

CONTRAT DURATION: November 2023 - April 2024

OVERVIEW

A priority within the UN Global Compact Strategy 2021-2023 is to strengthen existing Local Networks (LN) that are at different levels of maturity. The goal is to ensure growth of the LN and meet high-level programming. One of the means to this end is the deployment of Shared Network Services (SNS) at the regional level, under the management of the regional hub.

One of the needs identified by the region is to have the support of a marketing and communication expert to help with the regionalization of global strategies while strengthening the capacities of the LN. In addition, the person hired must be able to create, send and manage regional communications as needed.

POSITION SUMMARY

The person we are looking for is a marketing and communication professional with at least 7 years of experience. University education in the areas and experience in marketing automation tools will be an asset. Knowledge of corporate sustainability is a must and previous experience working with the United Nations Global Compact is an asset.

The position is full time and remote working hours in the Latin American region (with time flexibility). Fluency in both Spanish and English (written and spoken) is required. Portuguese is desirable.

Agency applications will also be considered as long as the account leader meets the above requirements.

DUTIES AND RESPONSIBILITIES

The selected person will work in two lines of action:

1. Coordinate the adaptation and development of marketing strategies with regional scope (for national implementation by the Local Networks):
   
   • Adapt the global marketing content to the region with the objective to drive new membership and dissemination of Global Compact programs/initiatives to existing member companies. This includes, managing the production/adaptation of the necessary digital or audiovisual materials.
   
   • Co-create, together with the Local Networks, marketing strategies and campaigns for the region (including development of materials) for subsequent local implementation.
● Coordinate a working group of communication/marketing specialists from the Local Networks to join efforts around the implementation of the above strategies and campaigns.

● Coordinate the regional marketing calendar of the UN Global Compact, taking into account the key activities of each of the Networks in the Region.

● Develop materials and/or messages necessary to differentiate the offer of the UN Global Compact Networks from others in the market, showing a unique value proposition. Along the same lines, build the Global Compact impact discourse in the region.

● Coordinate the creation of materials and/or web development for the dissemination of regional projects.
  ○ Supporting Shared Services projects through the generation of the necessary materials for their development and/or dissemination.
  ○ Supporting the development of the regional Observatory website, among others (if needed)
  ○ Identify opportunities for the creation of materials that generate value for the Networks in the region.

● Organization of the document archive in Spanish to facilitate access to communication and marketing materials for the Networks.

● If necessary, creation and development of campaigns and newsletters in Pardot/Salesforce with regional reach. Generation of reports on the results of the mailings.

2. Strengthen the capacities of the Local Network teams in the region:

● Train Network teams in various marketing tactics both jointly and individually, catering to the socio-cultural differences of the countries and the characteristics of each Network.

● Strengthen networks' capabilities in the strategic use of Pardot and end-to-end lead generation, including: content outline and design, production, segmentation and targeting, and campaign reporting and analysis.

● Train Networks in data analysis derived from the use of the different marketing strategies implemented by each Network.

● Advise the Networks in the development of their communication and marketing plans.

● Develop and implement a training agenda for the LAC Local Networks on digital marketing, from strategy to the use of tools.

COMPETENCES

● Communication:
  ○ Excellent oral and written communication, interpersonal and collaborative skills.
  ○ Ability to communicate effectively with a highly multicultural network

● Planning and organization:
  ○ Identify high priority activities, adjusting plans as needed.
  ○ Allocate appropriate amount of time and resources to complete work;
  ○ Anticipate problems and allow for contingencies
  ○ Monitor and adjust plans as needed. Use time efficiently
  ○ Coordinate project implementation with different stakeholders

● Proactivity:
  ○ Autonomous management of your activities
Proactive attitude, suggesting the development of projects that add value.
- Have initiative to provide solutions and develop proposals

- Advanced skills in key digital tools
  - Graphic design tools, web management, mailing and course creation.
  - Advanced proficiency in essential communication and reporting tools (Excel, PowerPoint, Word)
  - Demonstrable experience in data analysis, able to extract insights from the surveys conducted
  - Experience in the use of mailing platforms such as Pardot

**CORE VALUES**

- **Integrity**: Demonstrates the values of the United Nations in daily activities and behaviour; acts without regard for personal gain; resists undue political pressure in decision-making; does not abuse power or authority; defends decisions that are in the best interest of the Organization, even if they are unpopular; and takes immediate action in cases of unprofessional or unethical behaviour.

- **Professionalism**: Shows pride in work and accomplishments; demonstrates professional competence and mastery of subject matter; is efficient in meeting commitments, meeting 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 of all backgrounds; treats all people with dignity and respect; treats men and women equally; shows respect and understanding of diverse points of view and demonstrates this understanding in daily work and decision making, examines own biases and behaviours to avoid stereotypical responses and does not discriminate against any individual or group.

**PROCESO DE RECLUTAMIENTO**

- Please submit your application by October 13th.
- Include the following materials in English in your email submission to diaz@unglobalcompact.org with the subject heading: “Consultant, Marketing and Communication for LAC
  - Cover letter
  - Resume/CV.
- An interview process will be conducted in October.
- Expected start date: November 2023