



POSTING TITLE: Consultant, Regional Digital Marketing Specialist, Latin America and the Caribbean (full-time, 1-year contract)

LOCATION: Remote

POSITION SUMMARY

The United Nations Global Compact is undergoing a strategic transformation to enable it to mobilize a growing global movement of responsible companies and organizations to create the world we all want. To do this, the Compact is gearing up its efforts to support businesses through tools, training, and other measures, and to provide them with opportunities — including through partnerships, campaigning and advocacy — to efficiently shape their strategies and operations to help deliver the Global Goals. The Regional Marketing Specialist will be responsible for attracting more responsible businesses to join the movement through business-to-business marketing practices and through all channels with digital being the lead.

It is a priority within the United Nations Global Compact Strategy 2021-2023 to strengthen existing Local Networks (LNs) which are at varying levels of maturity with a view to rendering all Networks capable of securing participant growth and delivering on impactful programming. One of the several means to this end is the deployment of Shared Network Services (SNS) at the regional level, under the administration of the Regional Manager through the Regional Hub.

The aim of the Consultant, Regional Digital Marketing Specialist is to develop a regional digital marketing strategy to accelerate growth and execute a marketing plan that benefits the Local Networks in Latin America and the Caribbean. The Consultant, Regional Digital Marketing Specialist will also manage the Pardot marketing automation system and build the adoption of the system in the region, focused on attracting and retaining companies. This hands-on role seeks to achieve 3 targets:

- 1) Develop and implement a digital marketing strategy for the LAC region, aligned with the global one, that contributes directly to the recruitment and retention of companies in the region;
- 2) Responsible for the execution of day-to-day digital marketing activities including content creation, social media, paid media, webinars, sales enablement and email marketing for the region, developing at least 3 marketing campaigns in 2022 that facilitate leads generation and nurturing and companies retention;
- 3) Train and coach the LN's personnel on digital marketing, including awareness on its importance and capacity building for the use of its main tools (salesforce and pardot).



Under the supervision of the Regional Manager, the Consultant, Regional Marketing Specialist for LAC will work closely with the Global Compact Local Networks and the Global Compact Office marketing and communication teams to develop, adapt, and execute marketing plans, campaigns, and content that communicate our key value propositions in LAC, generate new prospects and retain existing participants in the region.

DUTIES AND RESPONSIBILITIES

- Develop, manage and directly implement a regional digital marketing strategy, aligned to the global one, incorporating best content and procedures from the Local Networks
- Create and maintain a working group of communication/marketing specialists from the Local Networks to coordinate efforts around the implementation of the regional marketing strategy.
- Execute end-to-end lead generation marketing campaigns including: content outline and design, production, translation, segmentation and targeting, and campaign reporting and analysis
- Develop and adapt global and local marketing content to the region to drive traffic, engagement, and leads, that deliver recruitment and participant retention.
- Develop and directly execute a variety of marketing tactics including regional webinar coordination, podcasts, blog, email marketing, social media, thought leadership, digital advertising, sales enablement, and events for the LAC region.
- Develop, execute, and monitor day-to-day paid social advertising across Twitter, Facebook, LinkedIn, Instagram, etc.
- Develop messaging for Local Networks that sets new offerings apart from others in the market to give them a unique value proposition.
- Develop content to support the prospect and member journey — from awareness to adoption.
- Utilize data & insights to continuously refine campaigns in order to increase audience awareness, acquisition and retention, both regional and/or specific to the countries in the region.
- Create and manage the UN Global Compact LAC regional marketing calendar — prioritizing communications, events, and initiatives that engage participants.
- Develop marketing materials to facilitate the smooth launch and communication of new, leading-edge sustainability tools, training and support to businesses that are developing and delivering their sustainable development strategies and plans, specially when the Spanish and Portuguese languages are available.
- Support the implementation of the digital marketing transformation to enable scale engagement and acquisition of business members and ongoing support to these businesses
- Write compelling copy for emails, brochures, social media, and ads, both in Spanish and Portuguese
- Manage campaign timelines, schedules and communications to key stakeholders



- Develop and implement a capacity building agenda to the LAC Local Networks on digital marketing, from the strategy to the use of tools

RESULTS EXPECTED

- Development of a regional digital marketing strategy and implementation of tactics (digital and otherwise) required to execute the agreed strategy
- Development and implementation of automated marketing campaigns focused on the attraction and retention of companies to the UNGC
- Capacity building on digital marketing marketing for the local networks in the LAC region
- Increased number of companies joining the UN Global Compact
- Increased awareness of the UN Global Compact and its reputation as the leading sustainability organization
- Increased awareness of the work the UN Global Compact does to help businesses take actions to deliver the Global Goals as measured by increased media engagement and reach

COMPETENCIES

Proven experience personally executing marketing plans and lead generation campaigns

- Digital marketing/Lead generation: Advanced experience in the use of digital channels to engage the business community.
- B2B demand generation experience (preferred)

Advanced proficiency in key digital tools and analytical skills

- Marketing Automation proficiency, Pardot preferred
- Salesforce/other CRM contact management and reporting systems
- Advanced proficiency in essential communications and reporting tools: Excel, PowerPoint, Word
- Proven experience in analyzing data to extract insight around engagement results, client satisfaction, client understanding, as well as the impact of UN Global Compact activities, and global sustainability trends

Creativity and strategic thinking

- Delivers a strategic, cross organizational project as required
- Analytical thinker and experience in data-driven marketing
- Ability to carry-out projects from beginning to end

Excellent written and verbal communication skills

- Excellent ability to develop clear, creative and effective copywriting



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- Create targeted messages and customer communications based on the key value propositions and use cases for our target audiences
 - Ability to present about the UN Global Compact and its offerings to both external and internal audiences

Persuasive and engaging communication skills, with the ability to synthesize complex content into a clear and cohesive story.

- Excellent persuasive (marketing) writing skills
- Ability to interact with a broad set of businesses and presenting both virtually and in person
- Ability to effectively communicate with a highly multicultural network

Strong project management, multitasking, and decision-making skills

- Self-starter. 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 skills, and problem-solving skills.

PROVEN DELIVERY OF RESULTS:

- Delivers to clear goals within strategies. Identifies priority activities and assignments, allocates appropriate time and resources, tracks progress and adjusts priorities as required.
- 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 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

EDUCATION:

- A first-level university degree in marketing, communications, business administration, or management, or related field.
- Master's degree is a plus.

WORK EXPERIENCE:

- Minimum five to seven years of experience in marketing, public relations, and/or corporate communication with at least two years of product marketing/lead generation experience.
- Experience working with Latin American and the Caribbean markets is preferred
- Experience working on issues related to corporate sustainability is preferred.
- Proficiency in English and in Spanish is essential (full command on both spoken and written). Knowledge of Portuguese is a valuable asset.

RECRUITMENT PROCESS

- Please include the following materials in your e-mail submission to **hrinquiries@unglobalcompact.org** with the subject heading "**Regional Marketing Specialist, LAC**":
 1. Cover Letter
 2. Resume/CV
- Applications will be accepted until **29 April 2022**.
- A competitive interview process will be conducted throughout April.
- Given the anticipated volume of submissions, only highly qualified candidates will be contacted. No phone calls or unsolicited emails outside of the submission process will be considered.