



POSTING TITLE: Manager, Communication & Marketing

LOCATION: Vienna, Austria

POSITION SUMMARY

The United Nations Global Compact is the world's largest sustainability initiative with over 21,000 participating companies in over 160 countries and 62 Global Compact Networks around the world. As a special initiative of the UN Secretary-General, the UN Global Compact is a call to companies everywhere to align their operations and strategies with Ten Principles in the areas of human rights, labour, the environment and anti-corruption.

The **UN Global Compact Network Austria** is seeking an experienced, strategic and creative communications and marketing professional with a track record of success in devising campaigns, liaising with media and managing social media engagement.

The Manager, Communications & Marketing will work closely with the Executive Director, the UN Global Compact communications staff as well as the other Global Compact Networks to implement social media strategies and marketing campaigns. The Manager will focus on building our brand and get our messages out via digital and social media channels. Under the guidance of the Executive Director, the Manager, Communications & Marketing will also support the Executive Director with media engagements with senior leaders/national media partners by translating global and regional messaging into the national context. She/he will also be adept at monitoring impact and measuring engagement to optimize effort.

DUTIES AND RESPONSIBILITIES

- Drafts, manages and implements the communication & marketing strategy of the UN Global Compact Network Austria (GCNA), in line with the strategy of the UN Global Compact and in consultation with the Executive Director
- Develops an annual plan with KPIs for the measurement of the processes, in coordination with the Executive Director
- Works with the Programme Managers of the GCNA and UNGC colleagues to develop a content strategy
- Liaises with colleagues from Global Compact Networks on cooperations and partnerships and work on messaging opportunities and priorities.
- Implements further project assignments as required by the Executive Director

Communication

- Coordinates with UNGC communications team members to ensure the Networks work supports, and is effectively integrated into, the multi-channel campaigns of the UNGC
- Guides and crafts content development, design of social media assets, proactive social media relations, event participation, speaking opportunities, and earned media, social media, and media events
- Advises communications programs and initiatives that position the Global Compact Network as a national thought leader on corporate sustainability
- Sets comprehensive strategy for media opportunities to help amplify events and advance the organization's mission.
- Supervises the adaptation of global campaigns and locally produced campaigns
- Leverages analytics and metrics in planning and evaluating social media and external communications activities, taking a data-driven approach to communications efforts

- Maintains a consistent editorial style and voices for the UN Global Compact Network Austria across different social media platforms, aligned with the UN Global Compact brand guidelines
- Advises the design and building of the website and oversees plan for long term management and optimization
- Ensures consistency across all content, from websites to social media channels, newsletter content, events, presentations, merchandising articles and videos
- Updates older content to meet new content standards
- Maintains a calendar of communication content, deadlines and content launch dates
- Plugs the right stories into the right channels to meet the UN Global Compact Network Austria objectives and maximize impact
- Drafts, edits and proofreads a wide range of communications materials.
- Reports, writes, revises, fact-checks, and publishes editorial content that advances strategic goals. Writes or oversee production of annual reports and impact reports to effectively showcase organizational progress
- Advises on key messages that best resonate with the broader audiences
- Provides editorial advice and direction to the program managers by breaking down ideas, suggesting appropriate channels and identifying appropriate communication measures.

Marketing

- Manages the execution of the marketing plan to build membership of the UNGC
- Manages content marketing initiatives to drive traffic, engagement, and leads, that deliver recruitment and participant retention.
- Manages end-to-end lead generation marketing campaigns including: content outline and design, production, segmentation and targeting, and campaign reporting and analysis
- Identifies, manages, executes marketing partnerships
- Develops content to support the prospect and member journey—from awareness to adoption
- Utilizes data & insights to continuously refine campaigns in order to increase audience awareness, acquisition and retention
- Develops marketing and sales enablement 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
- Supports the implementation of the digital marketing transformation to enable scale engagement and acquisition of business members and ongoing support to these businesses
- Manages campaign timelines, schedules and communications to key stakeholders

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.
- Several years of experience managing communications and marketing
- Knowledge of media relations and events promotion a plus.
- Language competency
- Excellent verbal & written communication skills writing skills
- Creativity and strategic thinking
- Experience developing marketing plans and lead generation campaigns
- Proficiency in key digital tools and analytical skills
- Deep understanding of social media strategy globally with journalism experience a plus
- A proven track record of coordinating communications related projects
- An international outlook and mindset
- Demonstrated initiative and ability to work independently but equally comfortable working in a diverse team environment and often under deadline pressure
- Experience working with partners and PR agencies to generate the best results on deadline and within budget
- Proficiency in German and English is essential (full command on both spoken and written).
- Experience working on issues related to corporate sustainability is preferred.
- A self-starter and team player, able to accept direction, yet work independently

RECRUITMENT PROCESS

- Please include the following materials in your e-mail submission to stefanie.weniger@unglobalcompact.org with the subject heading **“Manager, Communication & Marketing”**
 1. Cover Letter
 2. Resume/CV
- Applications will be accepted until **9th of February 2024**

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.