

# Foundation for the Global Compact

Job Opening | Manager, Marketing Insights



**Posting Title:** Manager, Marketing Insights

**Location:** New York, NY

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## POSITION SUMMARY

The Marketing Insights Manager will support the growth efforts of the United Nations Global Compact initiative by defining and executing the analytics roadmap of Outreach and Engagement(O&E) team and provide insights that fuel our participant growth and contribute to the delivery of the UN Sustainable Development Goals (Global Goals) by generating new prospects, retaining existing companies and launching new offerings.

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. As a Marketing Insights Manager at the UN Global Compact, you will define and execute the analytics roadmap to provide insights that fuel our participant growth. You will understand consumers, and have the ability to link insights to strategy and translate complex ideas into simple and intuitive communications. You are also a thought leader who is curious and passionate about data.

As a Marketing Insights Manager, you will work within the marketing team and develop and implement research/insights that provide foundational learning to inform business/product/marketing strategy, as well as insights/measurement to inform and measure GTM (go-to-market) strategy, participant satisfaction and marketing campaigns. The role will support the growth agenda and help lead the UN Global Compact through the change required to attract and retain more active companies committed to the global movement.

## DUTIES AND RESPONSIBILITIES

- Support Head of Marketing on decisions related to product direction, feature set and prioritization, positioning, value propositions, messaging, participant satisfaction, and market white space opportunities.
- Define and execute the analytics and insights roadmap for Outreach & Engagement (O&E) team
- Delivers required insight and analytics to support O&E in delivery of the new strategy
- Builds O&E (and UNGC) understanding of efficacy and ROI of growth activities and O&E processes
- Conduct market research to build O&E (and UNGC) understanding of business needs, preferences, behaviour by region/company size
- Work with stakeholders to define the problem that needs to be solved/supported by insights.



- Builds understanding of trends and insights in corporate sustainability (using external and internal data sources) to help shape strong growth plans. (especially in regions less well understood by UNGC )
- 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.
- Understand customer outcomes by conducting win/loss interviews, and customer success metrics
- Run Net Promoter Score programme and provide insights for improvement
- Supports O&E in building fact-based marketing materials – for company and donor outreach
- Works with UN/other partners to identify and curate key information and data to the UNGC

## COMPETENCIES

### Problem-solving and strategic thinking

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

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

- Excellent communication, presentation, and collaboration skills

### 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.

### Advanced proficiency in key digital tools and analytical skills

- Salesforce/other CRM contact management and reporting systems
- Experience using survey and data tools: GetFeedback, Qualtrics, and Tableau highly preferred
- Net promoter score tracker systems
- Advanced proficiency in essential communications and reporting tools: Excel, PowerPoint, Word

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- 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

## 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 a plus.

### WORK EXPERIENCE:

*Please, no phone calls or unsolicited e-mails outside of the submission process*

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- Five to seven years of experience in market research, digital marketing, customer success, consumer insights and/or marketing intelligence.
- Experience conducting quantitative and qualitative marketing research projects, including design, programming, fielding, and analysis.
- Experience running or working with Net Promoter Score trackers
- Experience working on issues related to corporate sustainability is preferred but not required.
- Proficiency in English is essential (full command on both spoken and written). Knowledge of regional languages is preferred

## BENEFITS

- Competitive Salary
- 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.
- Maternity leave - 16 weeks with full pay.
- Paternity leave - 4 weeks with full pay.
- Medical /dental/vision employee coverage

## RECRUITMENT PROCESS

- Please include the following materials in your e-mail submission to [UNGC1@unglobalcompact.org](mailto:UNGC1@unglobalcompact.org) with the subject heading “Marketing Insights Manager”
  1. Cover Letter
  2. Resume/CV
- Applications will be accepted until **29 October 2021**.
- 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 United States. The Foundation for the Global Compact does not sponsor work visas

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

**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.**

*Please, no phone calls or unsolicited e-mails outside of the submission process*