

# Foundation for the Global Compact

Job Opening | Senior Manager, Communications & Content



**POSTING TITLE:** Senior Manager, Brand and Design

**LOCATION:** New York, NY

## POSITION SUMMARY

The Senior Manager, Brand and Design, plays a pivotal role in shaping and executing the organization's brand and design strategy under the guidance of the UN Global Compact Head of Communications.

As an accomplished leader in the field, this senior manager provides strategic direction, ensuring compelling and engaging storytelling across various channels. Their primary focus is on building awareness and enhancing the reputation of the UN Global Compact through impactful and consistent content that effectively conveys the organization's brand and value proposition.

They will oversee the strategic planning, development, and management of the brand and design team, while working closely with the rest of the Communications Team and a range of colleagues across the organization.

This critical role involves owning and providing vision for the UN Global Compact brand, including for a range of **content**, strategic events, and many different sub-brands and collaborative partnerships and coalitions.

They will oversee longer-term plans to refresh the UN Global Compact brand, including its narrative. Playing a key leadership role within the Communications Team, they will serve as the organization's lead brand strategist.

Under the guidance of the UN Global Compact Head of Communications, the Senior Manager will be responsible for the following duties:

### Brand Vision

- Lead the UN Global Compact brand, ensuring consistent control and a long-term vision with a view to refreshing the brand.
- Lead high-level brand refresh efforts, guide and creatively direct the brand and design team.
- Lead efforts to align the organization around the brand's direction, choices, and tactics, ensuring consistency and a cohesive brand.
- Provide vision and leadership, contributing to strategic alignment, cost efficiency, and organizational agility of the brand.
- Cultivate a stronger internal design culture to attract top talent and participants.
- Meet with various stakeholders and teams in the organization to gather insights and align strategies
- Analyze core audience insights, conduct primary and secondary research, and stay updated on brand, design, market and corporate sustainability trends

# Foundation for the Global Compact

Job Opening | Senior Manager, Communications & Content



- Develop brand differentiation strategies based on consumer data and market analysis
- Oversee updates, revisions and adherence to the organization's brand guidelines
- Ensure consistency in branding across various channels and touchpoints
- Conduct extensive research, analyze findings, and make strategic recommendations for the brand to the Head of Communications, other team heads and the Executive Management Team
- Play a key role in advising and obtaining continuous alignment on branding with the 60 plus Global Compact Networks worldwide, as well its Regional Hubs and other offices

## Design:

- Define and design the visual approach for all forms of communication, ensuring a cohesive and captivating design language throughout our brand's touchpoints.
- Spearhead and oversee design projects, ensuring seamless execution and delivery with a keen eye for quality and consistency, including performing some of the most strategic design work themselves
- Ensure the brand and design team is effective in coordinating on all projects, ensuring efficient workflow and effective utilization of resources.
- Oversee design projects, demonstrating strong design leadership, and ensuring the production of high-quality visual elements across various mediums
- Demonstrate strategic thinking in design, understanding the broader business goals, and contributing to the development of design solutions aligned with organizational objectives
- Ensure the consistent application of brand guidelines in design concepts, maintaining brand continuity and contributing to the overall brand identity
- Oversee both print and digital creative solutions, ensuring they meet the organization's needs and align with its overall brand strategy

## Brand and Design Team Leadership and Management:

- Manage the Brand and Design team, ensuring effective leadership, especially during peak times with freelancers, fostering effective brand strategy.
- Lead creative efforts aligned with the organization's strategic goal of a Digital Transformation.
- Establish KPIs for the team utilizing analytics to assess branding effectiveness.
- Provide guidance and mentorship to junior designers, fostering a collaborative and innovative design environment within the team
- Represent the Communications team at key internal and external meetings
- Cultivate and collaborate on strategic partnerships for the organization
- Oversee or support other projects and duties of the Communications team as required

## EDUCATIONAL AND EXPERIENCE REQUIREMENTS

- **Education:** Advanced university degree (Master's degree or equivalent) in Brand Strategy, Marketing, Strategic Communications, Graphic Design, Visual Communication Design, Interactive Design, UX Design, Information Management, Information Technology or related discipline.
- **Experience:** A minimum of seven years of experience in Design and Brand management. Professional experience in both the private sector or non-profits and the United Nations is desired.
- **Language:** Proficiency in English is essential (full command of both spoken and written). Knowledge of other UN official languages would be desirable.
- **Other requirements:**
  - Expert abilities in:
    - Brand strategy and narrative development
    - Logo design, layout, colour theory and typography.
    - Key design applications including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Adobe XD).
    - PowerPoint and template design.
  - Familiarity with:
    - Coding languages and HTML.
    - Motion graphics/animation (Adobe Premiere, After Effects, screen recording and video editing).
    - Figma and Canva.
  - A portfolio that showcases design and brand skills and creative executions.
  - Familiar with current design trends and best practices for both print and digital.
  - Familiar with current social media trends.
  - Exceptionally detail oriented.
  - Collaborative and team oriented.

## 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

# Foundation for the Global Compact

Job Opening | Senior Manager, Communications & Content



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.

## BENEFITS

- Salary Range \$100,000 - \$110,000
- 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 email submission to **hrinquiries@unglobalcompact.org** with the subject heading “**Senior Manager, Brand and Design**”

- Cover Letter
- Resume/CV

Applications will be accepted until **22 March 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!