

Foundation for the Global Compact

Job Opening | Adviser– Communications and Media Relations, China Operations



Posting Title: Adviser – Communications and Media Relations, China Operations
(1 September 2020 – 1 September 2021 extendable)

Location: Shanghai, China

POSITION SUMMARY

The Adviser, Communications and Media Relations will provide senior-level expertise, strategic advice and hands-on support for the UN Global Compact in China and, in particular, for the "Sustainable Infrastructure for the Belt and Road Initiative to accelerate the SDGs" Action Platform. In consultation with the Head of the China office and Asia Pacific Networks and the Chief of Communications in New York, he or she will be responsible for all media relations, marketing and communications strategy as well as the daily communications tasks of the UN Global Compact in China. This will involve hands-on support to the action platform with communications, marketing and media relations including adapting UN Global Compact content for a Chinese audience, writing regional and local news stories or publication on the Chinese and Global websites, maintaining and nurturing media contacts, feeding traditional media and social media channels with compelling content, pitching stories to media organizations and communications networks to maximize the impact, reach and reputation of our work.

As a skilled writer and experienced communications strategist, the Adviser is expected to play a senior role in building and implementing communications and media relations strategies of UN Global Compact's China operations. This position reports directly to the Head, of the China Office and Asia Pacific Networks of UN Global Compact with a dotted line to the Chief of Communications in New York.

DUTIES AND RESPONSIBILITIES

- Responsible for drafting and forming a media and communications strategy for UNGC operations in China, in general and for the action platform, with the objective of enhancing publicity and brand exposure of UNGC in the Chinese market targeting key stakeholders;
- Build a media and communications work plan with roadmap and approaches and identify tools and resources suitable for the Chinese business and sustainability context;
- Prepares and disseminates diverse information products; researches, drafts and edits information materials (press releases, press briefing material, presentation decks, speeches, op-eds);
- Write, edit and update the visual and editorial content for UN Global Compact's Chinese official website and social media, including but not limited to translating global news from English to Chinese; writing news stories about regional and local activities;
- Write and produce current social media accounts in Chinese on daily basis, including UNGC public WeChat account and UNGC LinkedIn account in Chinese;
- Identify and open new social media channels for UNGC in China to feature UNGC' and action platform's main output, deliverables and activities to reach larger company and stakeholder' base;
- Performs general media liaison/ duties, keeping the media informed of the activities of the UNGC, including by: a) organizing press conferences, arranging interviews, and formulating and provide input to answers to questions from all types of media, b) proactively expanding and maintaining UNGC's network of media contacts in China and broader Asia region;
- Reach out and establish a UNGC media network and develops strategic partnerships with key constituencies to elicit support and maximize impact of activities. Regularly update and communicate with media outlet focal points to increase news coverage on UNGC and its work. Build and maintain media outlets and journalists contact database;
- Under guidance, organize press conference and news briefing, media roundtable to promote the priorities of UN Global Compact on the ground;

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



- Create, develop and edit visual designs and editorial content for delivering marketing campaigns, press conference and events, in accordance with UN Global Compact's design standards and national intellectual property regulations;
- Compile, write, edit, design and market UN Global Compact's official research outcomes and other strategic publications;
- Leverage internal and external capacity and partners to develop print products and digital flyers customized to audiences in the Chinese business context;
- Liaise regularly with the Communications team in NY and cascade/translate/adapt international content for use in China to drive impact;
- Assist in outreach activities, recruitment campaigns and strategic events for UN Global Compact's work and sustainable infrastructure action platform by incorporating suitable and specialized content elements and drive media participation and coverage.
- Perform other tasks as assigned;
- Approximately 10% travel intensity.

RESULTS EXPECTED

The Adviser, Communications and Media Relations, will develop and manage media and communications strategy and implementation as part of China operations team. In close liaison with communications team at UNGC HQ in New York, he or she will be instrumental to strengthen internal communications between HQ and China office and build stronger external communications for UNGC in China to ensure contents are updated and tailored to Chinese business and stakeholder groups through both traditional and new media channels and maximize UNGC's brand and activities exposure in Chinese market. The Adviser also supports localization of global content and news and support the promotion of key UNGC workstreams in the region. UNGC's brand and publicity shall be greatly enhanced as reflected by increasing number and frequency of coverage in the press and media in China and the region.

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

The successful candidate must meet the following requirements:

- Education
Advanced university degree (Masters or equivalent degree) in communications, journalism, marketing, public relations or related field. A first-level university degree in the specified fields in combination

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with two additional years of relevant work experience may be accepted in lieu of the advanced university degree.

- **Work Experience**
A minimum of five years of progressively responsible professional experience in journalism, communications, marketing or public relations is required. Experience working with national or international media outlets and international multi-culture organization is preferred. Experience in writing news articles on issues related to or knowledge of international affairs, corporate sustainability and ESG issues is desirable. Experience with the United Nations Common System is a plus.
- **Languages**
Proficiency in both spoken English and Chinese is required for this position. Outstanding writing skills in Chinese is a must.

COMPETENCIES:

• **Professionalism:** Knowledge and understanding of theories, concepts and approaches relevant to particular sector, functional area or other specialized field. Ability to identify issues, analyze and participate in the resolution of issues/problems. Ability to assist with data collection using various methods. Conceptual analytical and evaluative skills to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, intranet and other databases. Ability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities.

• **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

• **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

• **Accountability:** Takes ownership of all responsibilities and honors commitments; delivers outputs for which one has responsibility within prescribed time, cost and quality standards; operates in compliance with organizational regulations and rules; supports subordinates, provides oversight and takes responsibility for delegated assignments; takes personal responsibility for his/her own shortcomings and those of the work unit, where applicable.

RECRUITMENT PROCESS

- Job Duration: Initial 12 months (incl. 1-month probation) with possibility of extension based on performance review;
- Please include the following materials in both English and Chinese in your e-mail submission to ungc.china@unglobalcompact.org with the subject heading "**Advisor-Communications and Media Relations**"
 1. Cover Letter
 2. Resume/CV
 3. Writing samples of news articles in Chinese
 4. Writing samples of news articles in English (optional)
- Applications will be accepted until **18, Sept. 2020**.
- Expected start date: Sept 1, 2020 (negotiable);

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- Given the anticipated volume of submissions, only highly qualified candidates will be contacted for interviews. No phone calls or unsolicited emails outside of the submission process. Interested in learning more about the UN Global Compact? Click [here](#) to sign up for our monthly Bulletin.