

Foundation for the Global Compact

Job Opening | Manager, Marketing: Regional - Asia, Africa, Middle East, Eastern Europe



Posting Title: Manager, Marketing: Regional - Asia, Africa, Middle East, Eastern Europe

Location: New York, NY

POSITION SUMMARY

The Marketing Manager support the efforts of the Foundation for the Global Compact to attract more businesses to join the UN Global Compact initiative and to 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. The Marketing Manager 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.

As a Marketing Manager, you will work within the marketing team to develop and execute marketing plans, campaigns, and content that communicate our key value propositions, generate new prospects and retain existing participants. 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

- Manage the execution of regional marketing strategies to build membership of the UN Global Compact
- Manage content marketing initiatives to drive traffic, engagement, and leads, that deliver recruitment and participant retention.
- Manage end-to-end lead generation marketing campaigns including: content outline and design, production, segmentation and targeting, and campaign reporting and analysis
- Develop and execute a variety of marketing tactics including webinar coordination, podcasts, blog, email marketing, social media, thought leadership, digital advertising, sales enablement, and events
- Manage, monitor and execute day-to-day paid social advertising across Twitter, Facebook, LinkedIn, Instagram, etc.
- Develop messaging 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

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- Manage the UN Global Compact marketing calendar — prioritising 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
- 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
- Manage campaign timelines, schedules and communications to key stakeholders

RESULTS EXPECTED

- Increased number of companies joining the UN Global Compact
- Increased awareness of the UN Global Compact and its reputation as the leading sustainability organisation
- 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

Creativity 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.

Excellent written and verbal communication skills

- Excellent ability to develop clear, creative and effective copywriting
- 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 offering's to both external and internal audiences

Proven experience developing 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)

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

- Excellent persuasive (marketing) writing skills

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



- Ability to interact with a broad set of businesses and presenting both virtually and in person

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

- 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

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:

- 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 Africa and/or Asia markets is preferred
- Experience working on issues related to corporate sustainability is preferred.
- 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 with the subject heading **“Manager, Marketing: Regional - Asia, Africa, Middle East, Eastern Europe**

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.

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- 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.