HELP US DELIVER THE SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are the collective plan of global commitments required to end extreme poverty and hunger, tackle climate change and create a more socially inclusive world by 2030. This is a significant multi-stakeholder effort agreed upon at the United Nations which cannot be delivered by Governments and Civil Society alone. The actions and innovations of Higher Education Institutions (HEIs) and Youth are critical.

PRME (Principles for Responsible Management Education) is the driving force behind engaging business and management-related HEIs with the work of the United Nations Global Compact. With a reach of over 860 HEIs and over three million students, the PRME initiative holds considerable potential to accelerate the mission of the UN Global Compact through the development of sustainability-minded and skilled business leaders, subject matter experts and cutting-edge research and education tailored for business executives. Developing a clear communications strategy for PRME and the (i5) Programme is essential to the success and impact of the initiative and its most extensive skill-development programme to date.

POSITION SUMMARY

We are seeking an experienced professional with a strong and relevant background in strategic communications, especially as it relates to academia and leadership education. The Senior Manager, Communications, PRME and (i5) will bring strong communication skills to produce high quality editorial content and lead a strategic overhaul of PRME’s communication to broaden the scope and reach of the initiative in a time of critical growth, and raise overall visibility/awareness of PRME. A significant focus of the role will be on the PRME-LEGO (i5) programme communications.

A Senior Manager is needed to lead strategy, direct and advise the Coordinator on the below functions:

- Brand Management
- Marketing Management
- Social Media Management
- Integrity and Reputation Management
- Consistent alignment with UN Global Compact communications
- Measurement of Communication Impact

DUTIES AND RESPONSIBILITIES

- In coordination with the PRME (i5) team, the Head of PRME, and the (i5) Advisory Board, develop and lead the execution of the strategic communications of the (i5) programme. This includes coordinating the development of an (i5) webpage, ensuring that the wider PRME community is informed on the progress and outcomes of the project, including the positive indicators of the applicability and achievements of the LEGO Playful Learning Characteristics to the adult context, supporting the drafting of (i5) reports for the LEGO Foundation, and supporting broader stakeholder engagement and input on the project.
- Align with the UN Global Compact Communications team on priorities and potential avenues for collaboration, including key publications, media relations and strategic events.
- Develop the PRME Communications Strategy 2023-25, including a Social Media component, renewed focus on media relations, and consistent PRME narrative and
branding:
  - Develop a plan and build a network for promoting the work of the PRME community in global media publications, as well as work with PRME and UNGC comms team to publish press releases for special events and partnerships, for example
  - Lead the drafting and publishing of the PRME Annual Report and advise on donor reports, as needed
  - Take ownership of the PRME website and be the primary liaison with the website developers as well as align with the UN Global Compact Digital team.
  - Coordinate with the PRME Engagement Manager to highlight community work on the PRME website
  - Advise on Head of PRME and Assistant Secretary-General and CEO of the UN Global Compact’s talking points for strategic speaking engagements.
  - Lead communications programmes and initiatives that position the Head of PRME and the Assistant Secretary-General and CEO of the UN Global Compact as thought-leaders on corporate sustainability in the context of leadership education.
  - Oversee the editing and review of PRME documents to provide a unified voice across the whole PRME team.
  - Support presentations and content creation (i.e., give direction to updates on existing powerpoints with new stats, supporting the creation of i5 presentations for ExPeG members to scale our messages)
  - Advise on which strategic partnerships in the UN ecosystem should be nurtured to embolden the PRME mission.
  - Lead on the execution of the annual PRME Global Forum and oversee the organization of other key strategic events and conferences.
  - Develop and advise the Head of PRME and PRME Regional Chapters on messaging opportunities and priorities.
  - Develop KPIs for successful PRME communications. Leverage analytics and metrics in planning and evaluating external communications activities, taking a data-driven approach to communications efforts.
  - Address needs for rapid response activities (including crisis and reputation management) as well as larger, longer-term communications initiatives.
  - Additional projects, as assigned.

EXPECTED RESULTS
- Development and execution of PRME communications strategy 2023-2025, with a focus on proactive approaches and two-way comms engagement
- Global visibility and recognition of (i5) in PRME community and beyond, i.e. in PRME ecosystem, UN and UN Global Compact
- Develop KPIs on comms and demonstrate improved global recognition of PRME

EDUCATIONAL AND EXPERIENCE REQUIREMENTS
- **Education:** Master’s Degree is required (e.g., in Communications, Marketing, Journalism, International Business, Management, Business Administration or other social sciences).
- **Work Experience:** Six years of relevant work experience, with at least three of those years developing strategic communications, preferably in an academia/business school/higher education setting/leadership education. A proven track record of working with sustainable development, the SDGs and/or responsible management in education and research is preferred. A proven track record of strong verbal and written communication skills is required. Managing complex projects and initiatives within the
RME ecosystem is desirable. Additional relevant degrees can be recognized in lieu of work experience.

- **Language:** Proficiency in English is required (full verbal and written command). Knowledge of other UN languages is desirable. Excellent business writing skills are essential.
- **IT Experience:** Proficiency in MS Office Package (e.g., Word, PowerPoint, Excel, etc.) is essential.

**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.

**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 UNGC4@unglobalcompact.org with the subject heading “Senior Manager, PRME Communications”:
  - Cover Letter
  - Resume/CV
- Applications will be accepted until **31 October 2022**
- 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.
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!