

**Posting Title:** Participant Engagement (PE) Advisor, Sustainable Infrastructure Action Platform, China Operations

(1 September 2020– 31 August 2021, extendable)

**Location:** Shanghai, China

## POSITION SUMMARY

The qualified Participant Engagement (PE) Advisor will work as part of the China Operations Team and Sustainable Infrastructure Action Platform Secretariat to drive the China participant growth plan and implementation, including prospect generation, participant recruitment, fund-raising and ensure the implementation of the growth and retention plan of the UN Global Compact in China. The PE Advisor will also be responsible for continually developing and maintaining outreach and engagement channels to strategically enhance UN Global Compact's participant relations, public recognition, stakeholder engagement and branding promotion. The PE Advisor will report to Head of China Operations and Asia and Pacific Networks, UN Global Compact, and liaise closely with Senior Manager of Participant Outreach and Engagement (based in NY). He or she will provide essential marketing support for operations, events delivery, programs implementation, etc. in China.

## TERMS OF RESPONSIBILITIES

- Develop, own and implement overall China growth plan covering prospect generation, recruitment, retention and fund-raising including sponsorship, and create growth calendar for achievement;
- Proactively follow-up, connect and recruit companies attracted through outreach activities -using Marketing Automation and CRM
- Design and implement multi-channel growth strategy, roadmap, approaches, tools and resources suitable for the Chinese business and sustainability context;
- Develop suitable and effective participant engagement plan and approaches to continually nurture and refresh prospects and participants;
- Systematically collect and analyze the corporate needs and interests to develop and calibrate the recruitment plan and approaches;
- Plan and deliver recruitment and outreach events and activities, in collaboration with peers, partners and suppliers, for participant recruitment, sponsorship and partnership purposes within agreed budget;
- Conduct potential participants research and analysis to target and prioritize industries and companies for generating leads and prospects, and integrate research outcomes into the engagement and event plan;
- Capture messages from various sources and develop customized recruitment materials for differentiated audiences in China to promote value proposition, branding image and participant recruitment and retention;
- Proactively support other functions internally and seek internal resources, e.g. initiatives,



programs, publications, to maximize participant engagement and value delivery opportunity;

- Forecast, manage and assess the recruitment effectiveness of hosted/co-hosted events and activities as well as team's representation at and participation in events, outreaches, seminars, webinars, workshops and other activities;
- Support to develop the visual and editorial content creation to achieve growth and retention. Leverage the internal and external capacity and competence to develop print products customized to audiences in the Chinese business context;
- Capture and build promotion opportunities through seeking, prioritizing and attending external events to scale up UN Global Compact's influence in responsible business and sustainability areas;
- Maintain CRM data and marketing automation platform, i.e. Salesforce and Pardot, to predict, manage and review recruitment performance and progress, to manage and update information of corporate prospects and existing participants, and to deliver digital marketing campaigns;
- Oversee and manage participant relations, and initiate and drive continuous optimization of the engagement channels to improve the participant journey, prospect conversion and participant satisfaction;
- **Work with Participant Engagement and Marketing Team at Global Compact Office (NY) to align messaging and campaigns/programs to be consistent with global brand and strategy;**
- Perform other tasks and projects as assigned;
- Approximately 15% travel intensity.

## **EDUCATIONAL AND EXPERIENCE REQUIREMENTS**

The successful candidate must meet the following requirements:

- Bachelor degree in business development, relevant areas as a minimum, master degree in sales, marketing and business administration is preferred;
- At least 5 years of work experience in B2B sales, marketing, fundraising, stakeholder relations/engagement, at least 2 years of team management role; membership development experiences in a membership based global organization is a plus.
- Experience of CRM (Salesforce) and knowledge of marketing automation software (Pardot)
- Proven experience with an international organization and/or a multinational organization or corporation.
- Knowledge on corporate sustainability, ESG and corporate social responsibility;
- Proficiency in English and Chinese, both oral and written, is required;
- Excellent oral and written communication, interpersonal and collaborative skills;
- Strong internal and external stakeholder management skills;
- Well organized and result driven, pay attention to details and strong analytical skills;
- Proven self-driven, can-do and eager-to-learn attitudes;
- Proven ability to manage multiple priorities, meet deadlines, and thrive in a fast-paced environment.



- Good knowledge of CRM (Salesforce) and marketing automation software (Pardot);
- Proficiency in Microsoft Word tools and experience with Photoshop, Adobe Illustrator, Adobe Premiere, In-Design, Acrobat, etc preferred.

## RECRUITMENT PROCESS

- Job Duration: Initial 12 months (incl. 1-month probation) with possibility of extension based on performance review;
- Please include the following **application materials** in email submission to [ungc.china@unglobalcompact.org](mailto:ungc.china@unglobalcompact.org) with the subject heading "Participant Engagement Manager":
  - Resume/CV (bilingual);
  - Cover Letter (stating why and how you will fit in this position);
  - Membership Development or Marketing Portfolio (highly recommended if any);
  - Minimum salary expectation and earliest start date;
- Application will be accepted prior to 18, September 2020;
- Expected start date:TBD
- This is a consultant opportunity with Foundation for the Global Compact;
- Only highly qualified candidates will be contacted for interviews.