Posting Title: Manager, Communications (Social Media)
Location: New York, NY – Hybrid
Job Type: Full-time

POSITION SUMMARY

The Foundation for the Global Compact is seeking an experienced, strategic and creative communications professional with a track record of success in social media and engagement.

Reporting to the Head of Communications, the Manager (Social Media) will be responsible for strengthening global social media coverage and building the reputation of the United Nations Global Compact and its Executive Office, as well as providing guidance to its Local Networks. Through strategic social media outreach, the Manager will develop and deliver compelling content communicating the UN Global Compact brand and value proposition. The Manager will also be responsible for media monitoring, the assessment of reputational risk and impact reporting for all communications activities on a quarterly and annual basis.

DUTIES AND RESPONSIBILITIES

Social media

- With guidance from the Head of Communications, undertake strategic planning and manage the execution of UN Global Compact social media outreach, including its Executive Office and other channels.
- Follow through on existing social media strategy, including influencer strategy, and update and implement as needed, to enhance the reputation of the UN Global Compact as the world’s largest corporate sustainability initiative.
- Expand reach and engagement of existing and new UN Global Compact social media accounts.
- Create compelling, adaptable types of social media content for diverse audiences.
- Work closely with Brand and Design colleagues to ensure brand integrity.
- Maintain a consistent editorial style and voice for the UN Global Compact across social media channels.
- Guide content development, design of social media assets, proactive social media relations, public events promotion, and earned media and social media.
- Leverage analytics and metrics in planning and evaluating social media and external communications activities, taking a data-driven approach to communications efforts.
- Serve as the social media focal point for the organization’s field offices and regional networks in 60+ countries, as well as for the organization’s partners, within and outside the UN.
- Work with the Marketing team on social media advertising campaigns.
Occasionally travel internationally to cover UN Global Compact events on social media and various engagements of its Executive Office, coordinate media interviews and monitor media coverage to maximize impact.

Liaise and coordinate with various vendors and freelancers as needed (designers, videographers, photographers, etc.).

**Media and social media monitoring and evaluation**

Lead daily media monitoring and social listening to proactively identify communication opportunities for the organization (currently using Meltwater). Media monitoring is usually performed by an intern or coordinator and social media monitoring by the coordinator, but from time to time, may require the Manager’s direct inputs.

Identify and flag major successes, stories and reports representing reputational risks.

Work with Communications and Integrity teams and other senior colleagues to propose appropriate media and social media responses on reputational issues.

**Impact reporting (media, social media, publications and sometimes website)**

Monitor and evaluate all communications impact and suggest ways to improve.

Identify opportunities to cross-promote content with partner organizations.

Provide quarterly reports on the communications impact of the UN Global Compact across all outputs, including media, social media, website, publications, etc.

Produce an annual impact report before the end of each calendar year assessing communications impact with comparison to the five previous years.

**Oversee the work of the Coordinator (Social Media)**

Work closely with and manage the work of the Coordinator (Social Media), fostering their development and managing effective coordination across the team.

Contribute to the recruitment and training of intern and junior staff as needed.

**Other duties as assigned could include**

Contribute to the development of diverse content.

Serve as a thematic focal point for specific issues with programmatic leads and cross-sectional teams to develop content and strategies to help achieve objectives.

Support in-house programmes to communicate the impact of their work.

Advise on and develop key messages that best resonate with target audiences.

Edit and write materials to ensure consistent and effective UN Global Compact messaging.

Develop content that resonates with stakeholders, primarily from the private sector.

Support the development of campaign content for social media, email, website and other relevant channels in alignment with the overall communications and organizational strategy.

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

- Increased recognition of the work of the UN Global Compact as measured by increased social media engagement and reach, indicated by number of impressions, followers and likes, as well as through website traffic and sometimes email campaign open rate/clicks.
- Overall, the Manager (Social Media) will develop thorough and well-reasoned written contributions and recommendations and develop as well as maintain effective working relationships between the UN Global Compact and partners as required.

COMPETENCIES

- Communications
- News judgement
- Collaboration
- Drive for results
- Creativity

CORE VALUES

- Integrity: Demonstrates the values of the United Nations in daily activities and behaviours; 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 behaviour.
- 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 behaviours to avoid stereotypical responses, and does not discriminate against any individual or group.

BENEFITS

- Salary Range $66,000 - $80,000
- 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

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• Medical /dental/vision employee coverage

EDUCATIONAL AND EXPERIENCE REQUIREMENTS

• University degree, preferably in Communications, Marketing, Journalism, Public Relations, International Affairs or related field.
• At least five (5) years of relevant work experience in the areas of social media, media relations, communications, digital storytelling and report writing, as well as experience with other written communications. Previous work experience in corporate social responsibility is desirable. Professional experience in both the private sector or non-profits and the UN is desirable.
• Proficiency in English is essential (full command of both spoken and written). Knowledge of other official UN languages would be desirable.
• Excellent oral and written communication, interpersonal and collaborative skills.
• Strong relationship-building skills with diverse partners from around the world.
• Ability to manage multiple priorities (including content management demands), communicate status appropriately and maintain a high level of operational transparency and accountability.
• Strong organizational, problem-solving and analytical skills and great attention to detail.

RECRUITMENT PROCESS

• Please include the following materials in your e-mail submission to hrinquiries@unglobalcompact.org with the subject heading "Manager, Communications (Social Media)"

   1. Cover Letter
   2. Resume/CV

• Applications will be accepted until 1 December 2023.
• 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.

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