

# Foundation for the Global Compact

Job Opening | Coordinator – Marketing – Asia-Pacific



**Posting Title:** Coordinator – Marketing – Asia-Pacific

**Location:** New York, NY

## POSITION SUMMARY

The Marketing Coordinator will 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).

## DUTIES AND RESPONSIBILITIES

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 Coordinator 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.

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 cause.

Specific responsibilities which will contribute to this goal are:

- Manage the execution of regional marketing strategies to build membership of the UN Global Compact in the Asia-Pacific region
- Support 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.
- Utilize data & insights to continuously refine campaigns in order to increase audience awareness, acquisition and retention
- 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
- 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

## QUALIFICATIONS

- Marketing implementation: Experience in developing and implementing marketing plans and campaigns
- Digital marketing/Lead generation: Experience in the use of digital channels to engage the business community. B2B demand generation experience (preferred)
- Communication: Excellent written and verbal communication skills
- Analytical skills: Proven experience in analysing data to extract insight around global sustainability trends, company engagement results, client satisfaction and client understanding in general
- Project Management: Self-starter. Solid organizational skills including attention to detail and multitasking skills. Results oriented attitude.
- Proven critical thinking and problem solving skills.
  
- Marketing Automation: Experience and knowledge in marketing automation tactics and technology. Salesforce/Pardot (Preferred)

Language skills:

- Proficiency in English (required). Ability to speak and write in Chinese or other Asian language (preferred).
- 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
- Interest and experience in sustainable development is preferable: To be able to support and engage with UN Global Compact participants and help them efficiently develop and deliver practical business solutions that help impact the SDGs as well as deliver their business results

## 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, business administration, management, economics, political science, social science or related field.
- WORK EXPERIENCE: Minimum of three - five years of experience in marketing and sales, client support, and/or corporate communications.

# Foundation for the Global Compact

Job Opening | Coordinator – Marketing – Asia-Pacific



## 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](mailto:UNGC4@unglobalcompact.org) with the subject heading "Coordinator – Marketing – Asia-Pacific"
  1. Cover Letter
  2. Resume/CV
- Applications will be accepted until 14, February 2020.
- 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

Interested in learning more about the UN Global Compact? Click [here](#) to sign up for our monthly Bulletin!