

**Posting Title:** Content Management and Marketing Communication Manager

**Location:** Beijing, China

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## HELP US DELIVER THE SUSTIANBLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are the collective plan of global commitments required to end poverty and hunger, tackle climate change and create a more socially inclusive world by 2030.

This is a significant multi-stakeholder effort agreed at the UN which cannot be the delivered by Governments and Civil Society alone. The actions, innovations and finances of the private sectors are critical.

This is where the UN Global Compact comes in. We are the world's largest corporate sustainability initiative with over 9,500 participating companies in 163 countries, and 70 Local Networks around the world.

We enable and support companies across all sectors, geographies and sizes in their efforts to help meet the SDGs. Today 75% of participating companies have activities to advance the SDGs. But We are an ambitious team, energized behind our mission of mobilizing a global movement of responsible companies and organizations to create the world we want.

### **POST SUMMARY:**

The experienced Content Management and Marketing Communication (CMMC) Manager will oversee and lead the marketing and communication work of UN Global Compact in China and be responsible for continually developing and maintaining media, marketing and communication channels to strategically enhance UN Global Compact's public recognition, stakeholder engagement and branding promotion. The CMMC Manager will report to Head of Asia and Pacific Networks, UN Global Compact, and provide essential support for operation, events and programs in China.

### **TERMS OF RESPONSIBILITIES:**

- Plan on marketing and communication strategy, roadmap, approaches and resources suitable for the Chinese business and sustainability context;
- Capture business and sustainability content from multiple sources to develop customized copies for various audiences in China to promote value proposition, branding image and participant engagement;
- Create, develop and edit visual designs and editorial content for delivering campaigns, press release and events, in accordance with UN Global Compact design standards and national intellectual property regulations;
- Compile, write, edit, design and market strategic UN Global Compact Magazine and other strategic publications for China;
- Create, manage and update the visual and editorial content for UN Global Compact's

- Chinese external communication interfaces, including official website and social media;
- Leverage internal and external capacity and competence to develop print products customized to audiences in the Chinese business context;
  - Capture and realize marketing opportunities through seeking, prioritizing and attending high-level external events to scale up UN Global Compact's influence in business and sustainability sectors;
  - Guide and lead communication and branding tasks in events, conferences, meetings, workshops, seminars/webinars, etc., and assist in event preparation and delivery hosted/co-hosted by UN Global Compact in China;
  - Research on given topics, distill content and formulate messages for presentation, communication and/or branding purposes, including presentation decks, talking points, craft speeches, op-eds, articles, etc.;
  - Conduct marketing research and analysis to target and prioritize industries and companies for participant recruitment purpose, and execute specific marketing approaches;
  - Consolidate information and content for regular pulse meetings and management reports to communicate internally on China operational and marketing updates;
  - Oversee and develop external communication products on regular basis for UN Global Compact stakeholders including participating companies;
  - Plan and deliver content translation project by leveraging internal and external resources;
  - Perform other tasks and projects as assigned;
  - Approximately 20% travel intensity.

#### **EDUCATIONAL AND EXPERIENCE REQUIREMENTS:**

The successful candidate must meet the following requirements:

- Bachelor degree in relevant areas as a minimum, master degree is preferred;
- 3-5 years of work experience in marketing, communications, media, journalism, design, public relations and other equivalent fields;
- Proven experience with an international organization and/or a multinational corporation, preferably within the function of corporate social responsibility;
- Proficiency in English, both oral and written, is required;
- Excellent business writing, editorial and translating techniques;
- Excellent oral and written communication, interpersonal and collaborative skills;
- Proven self-driven, can-do, eager-to-learn and details-oriented attitudes;
- Strong well-organizing, task prioritizing, punctuation, multi-tasking and pressure handling ability;
- Hands-on experience in website and social media design and maintenance;
- Proficiency in Microsoft Word tools and proven experience in mastering graphic design tools (e.g. Photoshop, Adobe Illustrator, In-Design, Acrobat, etc.);
- Knowledge of web programming languages such as HTML and CSS is highly preferred.

#### **RECRUITMENT PROCESS:**

- Job Duration: Initial 12 months 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 "Content Management and

Marketing Communication Manager":

- Resume/CV (bilingual);
- Cover Letter (stating why and how you will fit in this position);
- Portfolio is highly recommended;
- Minimum salary expectation and earliest boarding date;
- Application will be accepted prior to Oct 9, 2019;
- Expected start date: Oct 15, 2019, but limitedly negotiable;
- This is a consultant opportunity with Foundation for the Global Compact;
- Only highly qualified candidates will be contacted for interviews.