



**POSTING TITLE:** Senior Manager, Demand Generation & Account Based Marketing

**LOCATION:** New York, NY

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## POSITION SUMMARY

The Senior Marketing Manager 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) by generating new prospects, nurturing prospective companies through our growth funnel and attracting new audiences.

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 Senior Marketing Manager will be responsible for generating demand by attracting more responsible businesses to join the movement through business-to-business marketing practices and through all channels with digital being the lead.

As a Senior Marketing Manager you will work within the marketing team to develop and execute demand generation and account-based marketing strategies, plans, campaigns, and content that communicate our key value propositions, and generate new prospects. 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 global movement.

If you're passionate about driving targeted engagement, fostering collaboration, and achieving measurable impact, we want to hear from you.

## DUTIES AND RESPONSIBILITIES

- Develop and implement comprehensive demand generation strategies to drive membership growth through marketing qualified prospects
- Develop, implement and manage the account-based marketing strategy and plan in order to grow the membership of the UN Global Compact.
- Create, optimize, and analyze end to end Account Based Marketing campaigns including physical and digital channels
- Utilize marketing automation tools to manage and track campaign performance.
- Create customized experiences to drive growth using various digital channels including LinkedIn, Google Ads, Display, Facebook, and more
- Design, execute, and optimize lead generation campaigns to attract new members.
- Create landing page content with our sales teams to provide customized value statements for accounts in market
- Manage end-to-end lead generation marketing campaigns including: content outline and design, production, segmentation and targeting, and campaign reporting and analysis to attract new members



- 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
- Develop messaging that sets new offerings apart from others in the market to give them a unique value proposition.
- Develop personalized and compelling content tailored to target accounts, maintaining alignment with brand guidelines.
- Utilize data & insights to continuously refine campaigns in order to increase audience awareness, acquisition and retention
- Develop sales enablement materials to facilitate and support the execution of ABM strategies
- Create and update marketing materials such as brochures, flyers, and presentations that effectively communicate the benefits of membership.
- Ensure all marketing collateral is consistent with brand guidelines and messaging.
- Write compelling copy for emails, brochures, social media, and ads
- Manage campaign timelines, schedules and communications to key stakeholders

## RESULTS EXPECTED

- Generate Marketing Qualified Prospects
- 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

## COMPETENCIES

### Account Based Marketing Expertise

- Experience with ABM (both strategy and execution) or highly targeted marketing campaigns for high-value accounts or verticals.
- Experience with digital marketing, including paid media and paid social program
- Experience implementing and utilizing ABM software such as Demandbase, 6sense, etc.
- Experience with Salesforce CRM and Pardot.

### Creativity and strategic thinking

- Delivers a strategic, cross organisational project as required
- Analytical thinker and experience in data-driven marketing
- Ability to carry-out projects from beginning to end.

### Excellent written and verbal communication skills

- Excellent ability to develop clear, creative and effective copywriting



- Create targeted messages and customer communications based on the key value propositions and use cases for our target audiences
- Ability to present about the UN Global Compact and its offering's to both external and internal audiences

## **Proven experience developing marketing plans and lead generation campaigns**

- Digital marketing/Lead generation: Advanced experience in the use of digital channels to engage the business community. B2B demand generation experience (preferred)

## **Persuasive and engaging communication skills, with the ability to synthesize complex content into a clear and cohesive story.**

- Excellent persuasive (marketing) writing skills
- Ability to interact with a broad set of businesses and presenting both virtually and in person

## **Strong project management, multitasking, and decision-making skills**

- Self-starter. Solid organizational skills including attention to detail. Results oriented attitude.
- Ability to manage multiple projects and priorities in a changing environment
- Proven critical thinking, decision-making skills, and problem-solving skills.

## **Advanced proficiency in key digital tools and analytical skills**

- Marketing Automation proficiency, Pardot preferred
- Salesforce/other CRM contact management and reporting systems
- Advanced proficiency in essential communications and reporting tools: Excel, PowerPoint, Word
- Proven experience in analyzing data to extract insight around engagement results, client satisfaction, client understanding, as well as the impact of UN Global Compact activities, and global sustainability trends

## **Proven delivery of results:**

- Delivers to clear goals within strategies. Identifies priority activities and assignments, allocates appropriate time and resources, tracks progress and adjusts priorities as required.
- Foresees risks and allows for contingencies when planning. Monitors and adjusts plans and actions as necessary

## **Works in diverse teams and across geographies:**

- Works collaboratively with colleagues in different teams to achieve organizational goals.
- Solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others;

## **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

- 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
- Medical /dental/vision employee coverage

## EDUCATIONAL AND EXPERIENCE REQUIREMENTS

- **EDUCATION:** A first-level university degree in marketing, communications, business administration, or management, or related field. Master's degree a plus.
- **WORK EXPERIENCE:** Five to seven years of experience in marketing with at least two years of ABM/lead generation experience.
- 3+ years of experience in B2B marketing, preferably in content marketing, field marketing, or demand generation.
- 2+ years of experience with ABM or highly targeted marketing campaigns for high-value accounts or verticals.
- Strong project and program management skills with the ability to drive both planning and execution.
- Experience with digital marketing, including paid media and paid social programs.
- Proficiency in English is essential (full command on both spoken and written). Knowledge of regional languages is preferred

## RECRUITMENT PROCESS

- Please include the following materials in your email submission to [UNGC1@unglobalcompact.org](mailto:UNGC1@unglobalcompact.org) with the subject heading “**Senior Manager, Demand**”

# Foundation for the Global Compact

Job Opening | Manager, Account Based Marketing

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## **Generation & Account Based Marketing”:**

1. Cover Letter
  2. Resume/CV
- Applications will be accepted until **7 June 2024**

**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!**