

Position Description:

Marketing and Events Coordinator

About us

As a special initiative of the UN Secretary-General, the United Nations (UN) Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment, and anti-corruption, and to take action in support of UN goals.

In Australia, the UN Global Compact Network Australia (UNGCNA) leads, enables, and connects businesses and stakeholders to create a sustainable future by supporting businesses to act responsibly and helping them find opportunities to drive positive business outcomes.

Position Summary

Reporting to the Marketing and Communications Manager and supporting the Stakeholder Engagement Manager, the Marketing and Events Coordinator is required to contribute to UNGCNA's marketing and events across all our workstreams, participant and stakeholder audiences, and beyond.

Working within a small, dynamic team, this position is an opportunity to be involved in all facets of marketing, communications, and events across the organisation. Our small but mighty team supports four workstreams across Business and Human Rights, Environment and Climate Change, Sustainable Governance, and the Sustainable Development Goals.

We are seeking an ambitious, organised, and energetic individual who wants to make a change in the world. Someone with a strategic mind who is happy to be hands-on, with a role that varies day to day. You will be trusted to champion projects and manage commitments and competing priorities while being willing to roll up your sleeves and jump in to help team members if required, all with the support and direction of the Marketing and Communications Manager. Opportunities to travel interstate will arise from time to time in our hybrid workforce, as we expand our reach around the country in 2024 and beyond. This is a great opportunity for a dynamic marketing and events coordinator who wants to grow their expertise while working alongside an energetic team focused on building responsible businesses.

Core assignments will include, but are not limited to:

Marketing and communications

- Support the delivery of UNGCNA's marketing plan through the creation and implementation of marketing strategies, working collaboratively with the Marketing and Communications Manager and the broader team. This includes being accountable for:
 - Developing compelling content for digital and print marketing materials.
 - Social media content strategy, creation, and execution, including maintaining a social media calendar, and writing and publishing content in a timely manner.
 - Coordinating, editing, and proofreading online content including marketing communications, the monthly Bulletin, email marketing campaigns, and blogs, ensuring that tone of voice and the design of assets align with the UN Global Compact's brand guidelines.
 - Creating assets in Canva (e.g.: social media, banners for website, Humanitix, Mailchimp, and Outlook).
 - Facilitating the growth of UNGCNA's online presence, including maintaining and enhancing multimedia content on UNGCNA's website and other channels such as the Local Network Hub.



- Pardot marketing automation implementation: in collaboration with the Marketing and Communications Manager, champion the rollout of digital marketing technology Pardot, as part of a global onboarding and implementation program.
- Database management: support the Stakeholder Engagement Manager and Marketing and Communications Manager to maintain and uplift participant data in platforms including Salesforce, Pardot, and participating company dashboards.
- Admin support: support the Stakeholder Engagement Manager to ensure accurate maintenance of data, including data entry, research, and accurate capturing of information relevant to invoicing.
- Aiding in the development and delivery of quarterly analytics reports that measure UNGCNA's reach and engagement across our communications channels, including social media, email marketing, and Salesforce.
- Analyse campaign performance and make data-driven improvements.

Events

- Working alongside the Marketing and Communications Manager to coordinate UNGCNA's program of events. This includes:
 - Coordinate logistics for key organisation-wide brand engagement events including developing event concepts, event briefs, venue selection, catering and technical support, collateral, and timelines. Coordinate event communications (including invitations and post-event surveys) and compile key insights and feedback. (Key events include: Virtual Open House, Annual General Meeting, Annual Program Launch, in-person c-suite roundtables, and supporting the Marketing and Communications Manager in the delivery of in-person major events such as conferences).
 - Serving as the primary contact point for event suppliers on event-related activities and obtaining relevant contract approvals from the Marketing and Communications Manager as required. This includes developing and maintaining good relationships with suppliers.
 - Assisting with the delivery of the sponsorship strategy, including compiling target lists, streamlining the outreach process, supporting sponsor and UNGCNA deliverables, and reporting on outcomes.
 - From time to time, working alongside interns and volunteers.

Team Management, Financial Management, and General Administration

- Maintain UNGCNA's event and communications platforms.
- Aid in the maintenance of analytics reports and event reporting.
- Aid in the maintenance of the marketing and events budgets.

Competencies and Requirements

COMPETENCIES:

- **Marketing practice:** demonstrated experience creating and executing impactful and inspirational marketing strategies and campaigns, aligned with brand positioning.
- **Marketing technology:** Demonstrated experience maintaining databases and coordinating communications using marketing technologies including Salesforce and Pardot. Experience in Formstack, Mailchimp, SurveyMonkey, Canva, and/or similar is desirable.
- **Communication:** Strong communication skills, including outstanding written and spoken English language skills. Exceptional attention to detail, including tailoring language, tone, and content to various audiences. Demonstrates openness in sharing information and keeping people informed. Confidence with written and verbal correspondence with participants, including at events, over the

phone, and via email.

- **Social and digital media:** Demonstrated experience coordinating social media for major platforms – LinkedIn, Instagram, X, Facebook and YouTube.
- **Planning and organising:** Efficient planning and organisational skills, including the ability to work to project timelines and competing deadlines. Develops clear goals that are consistent with the UNGCNA's strategies and identifies priority activities. Allocates appropriate amounts of time and resources for completing work. Plans in a manner that foresees risks, allows for contingencies and provides the ability to monitor and adjust plans and actions as necessary.
- **Monitoring and Evaluation:** Strong experience in evaluating and developing communications performance reports on social media, and email marketing.
- **Teamwork and attitude:** A fast learner who is willing to ask questions, improve systems, and can add their own ideas and creativity to the role. Works collaboratively with colleagues to achieve the UNGCNA's goals. Solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others.
- **Desirable: Graphic design, video editing, and website editing:** Knowledge of the Adobe Creative Cloud, particularly Premiere Pro, Acrobat Pro, Photoshop, Illustrator, and InDesign. Basic knowledge of website design and/or the WordPress platform.

REQUIREMENTS:

- Bachelor's or Master's degree in marketing, communications, events, or a related field.
- Minimum two (2) years of relevant experience in marketing, communications, event coordination, and/or social media content management, with experience across all being highly advantageous.
- Proficiency in English, including full command of both spoken and written English.
- Proficiency in Salesforce CRM and Pardot marketing automation.
- Proficiency in social media platforms, particularly LinkedIn and Instagram.
- Proficiency in email marketing.
- Proficiency in Microsoft PowerPoint, Word, and Microsoft Teams/SharePoint. Advanced Excel skills are highly advantageous.
- Strong proficiency in data management.
- Australian citizenship or residency or current work rights for Australia.
- Ability to work effectively in a small team and work autonomously.
- Ability to work after hours and weekends if required, and travel interstate for events.
- Desirable: Proficiency in WordPress, proficiency in Adobe Creative Cloud

Core Values

- **Integrity:** Demonstrates the values of the UN 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 UNGCNA's best 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.

What We Can Offer You

- A Melbourne-based role, that is four days per week (0.8) with the potential to increase to full-time (1.0 FTE).
- Competitive not-for-profit salary (\$65k - \$75k at 1.0 FTE) plus superannuation and other employee benefits
- Flexible work arrangements
- Exposure to a range of industries and sectors
- Working in collaboration with a passionate team
- Career expansion opportunities
- Working for the world's largest corporate sustainability initiative
- Exposure to 65+ Local Networks across the globe

Application Process

Thank you for your interest in working with UNGCNA. Please note the below application requirements:

- Apply by clicking on the APPLY button above and upload a **cover letter and CV** by **Monday 29 January 2024**.
- The cover letter and CV are to be uploaded as one document only, with the cover letter at the beginning.
- The file name is to include your full name.