



Title: Coordinator - Marketing and Communications

Terms: Full time, Remote with some potential travel

Location: Toronto, Canada

Deadline for Application: 24 February, 2023

GENERAL INFORMATION

The **UN Global Compact Network Canada** is part of the world's largest responsible business initiative. As the Canadian Local Network of the United Nations Global Compact, we connect Canadian companies and other organizations in a global movement dedicated to driving sustainable growth. We promote practical sustainability leadership, share knowledge across sectors, and shape the business environment to create a world we want to live and do business.

The Ten Principles of the UN Global Compact, rooted in UN treaties, provide a robust foundation from which we lead Canada's business action on the Sustainable Development Goals (SDGs).

Our mission is to turn global momentum on sustainability into practical local action. Our strategic plan has three pillars:

- Inspiring business ambition to deliver the Global Goals
- Enabling practical action for sustainable business growth
- Shaping a responsible business environment

POSITION SUMMARY:

The **Marketing and Communications Coordinator** will support the Marketing & Communications Manager in delivering the UN Global Compact Network Canada's marketing and internal/external communications strategy.

This role provides an opportunity to develop skills in website development, social media marketing, lead generation, CRM management, data analysis, and content development - setting you on a path for progression within the organization or building your skill set for future roles.

The coordinator will work in a purpose-driven organization seeking to create a better future for business, society and the environment. Please note that while this role is within the UN Global Compact Network Canada, the successful candidate will not be formally employed by the United Nations.

The coordinator is responsible for building awareness and reputation of the UN Global Compact Network Canada through developing and delivering impactful, distinctive, consistent content which communicates the UN Global Compact brand and value proposition through relevant



channels. Under the guidance of the Marketing and Communications Manager, the Coordinator will be responsible for the following duties:

- Drafting, editing, and proofreading
- Communications innovation
- Media Relations

WHAT WILL YOU BE DOING:

Drafting, Editing and Proofreading

- Draft, edit and proofread various communications materials, especially for digital assets, social media, website and email text. The tone of voice, as well as the look and feel of the UN Global Compact brand guidelines
- Writing, editing and coordinating the content of Local Network Canada's initiatives and campaigns
- Prepare creative and diverse content in English and French that is adapted for each social media platform and website and tailored to Canada and any other content covered by UN Global Compact
- Writing, editing and distributing press releases/articles
- Advise on key messages that best resonate with the broader audiences

Communications & Innovation

- Seek new ways and channels to reach our audiences, learning from best practices and real-world impact
- Identify new opportunities for effective communications and test in different markets
- Monitoring, maintaining, measuring and disseminating both social and traditional media mentions
- Manage communications via website, social media, event marketing, and PR to increase awareness and recognition of the organization;
- Proactively pushing information about UN Global Compact Network Canada through social channels
- Develop quarterly analytics reports that measure reach and engagement across communication channels, including social media and media
- Adapt social media plans based on quarterly reports to increase performance

Media Relations

- Implement media relations strategy, working with the marketing manager to seek high-level placements in print, broadcast and online media
- Coordinate all public relations activities



- Evaluate marketing campaigns using Google Analytics and report on media partners' results
- Monitor, analyze and communicate PR results every quarter
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting participants and make appropriate recommendations regarding communication strategy surrounding them

The UN Global Compact Network Canada has an extensive remit. Still, the team is small, so the Marketing and Communications coordinator may be required to support other activities from time to time.

WHAT WE ARE LOOKING FOR:

- Editorial Skills
- Strong writing, editing and proofreading skills in English and French
- Editorial judgment and storytelling ability
- Sensitivity and appreciation for different languages and cultures
- Ability to write for a business audience
- Monitoring and Reporting
- Expert in monitoring impact and developing communications performance reports on media, social media, website, emails, etc

Other Technical Skills desired

- Proficient in Microsoft Office suite (PowerPoint and Word), and Adobe Suite (InDesign, Photoshop, Illustrator), especially for formatting documents and creating templates that align with the UN Global Compact brand
- Knowledge of WordPress or any other website management
- Knowledge of project management tools such as Asana
- Knowledge of Salesforce and Pardot
- Knowledge of media software such as Meltwater and Hootsuite
- Design or multimedia skills

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: Bachelor's Degree is required (e.g., in Communications, Marketing, Journalism, Public Relations, International Business, Management, or other social sciences).
- Work Experience: three to four years of relevant work experience in Media Relations, Marketing Insight, Communication Strategy, and Social Media Management. Experience working on issues related to corporate sustainability is preferred, and understanding sustainability and the SDGs, mainly as it pertains to UN-business collaboration, is desirable.
- A proven track record of strong verbal and written communication skills in **English and French is required. (Bilingual is a must-have)**

WHAT WE OFFER:

- Salary: between 50,000 - 55,000;
- Comprehensive health and dental benefit package (after 3-month probationary period);
- 3 weeks of paid vacation time;
- 6 paid sick/ personal days annually;
- Additional religious observance days and bereavement days;
- Remote and flexible work policies and opportunities;
- Join a mission-driven and enthusiastic team committed to making corporate Canada more sustainable;
- The ability to take part in UN Global Compact events and initiatives.

HOW TO APPLY:

All interested candidates should send a cover letter and resume to network@unglobalcompact.ca by 24 February 2023. UN Global Compact Network Canada proudly champions diversity in the workplace and encourages applications from qualified candidates from Indigenous, racialized, LGBTQI2S+ communities, those who identify as disabled, and those with intersectional identities. While we appreciate all submissions, only shortlisted candidates will be contacted for next steps.