

Advertisement for the post of Programme Officer-Marketing, UN Global Compact Network India

Job Title- Programme Officer-Marketing

Location: WTT, Sector 16, Noida

Job status: Full time

No of position: 01

Last date of application: August 10, 2026

About Global Compact Network India: Global Compact Network India (GCNI), the Indian Local Network of the United Nations Global Compact (UNGC), New York is the first Local Network globally to be established with full legal recognition. As the UNGC local arm, GCNI is a country level platform for Indian businesses, academic institutions and civil society organizations in implementing UNGC Principles and Sustainable Development Goals (SDGs). Details available at www.unglobalcompact.org and www.globalcompact.in

Position Summary: The United Nations Global Compact Network India is undertaking a strategic transformation to strengthen its ability to mobilize an expanding global movement of responsible companies and organizations in pursuit of a better world. As part of this effort, the initiative is enhancing its support to businesses through practical tools, targeted training, and other enabling measures, while also creating opportunities—through partnerships, campaigns, and advocacy—for companies to effectively align their strategies and operations with the achievement of the Global Goals.

The Programme Officer – Marketing, will play a key role in expanding the movement by attracting responsible businesses through business-to-business marketing initiatives across multiple channels, with a strong emphasis on digital platforms. The role will support the organization's growth agenda and help guide the UN Global Compact Network India through the transformation required to attract, engage, and build a larger base of active companies committed to the mission.

Specific responsibilities which will contribute to this goal are:

- Manage the execution of country specific marketing strategies to enhance participants base at UN Global Compact Network India
- Support content marketing initiatives to drive traffic, engagement, and leads, that deliver recruitment and engagements
- 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 Network India's 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 and KAM companies
- Disseminate information on new programmes and initiatives offered by UNGC headquarters

Expected Outcomes:

- 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

Qualification:

- **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.
- **Marketing Automation:** Experience and knowledge in marketing automation tactics and technology. Salesforce

Core Values:

- **Integrity:** Demonstrates the values of the United Nations 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 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.

Interested candidates should send their resume along a cover letter specifying suitability for position to recruitment@globalcompact.in by August 10, 2026. ***Please mention the Job Title being applied for in the subject of the mail.***

Salary range: Rs. 6 – 7.5 lacs per annum. (Based on quality and extent of relevant experience)

UN GCNI is an equal-opportunity employer and does not discriminate on the basis of caste, religion, race, disability and HIV status. Qualified women are encouraged to apply.