



wfuna

World Federation of United Nations Associations



WIMUN MARKETING ASSOCIATE POSITION DESCRIPTION

START DATE: AUGUST/SEPTEMBER 2023

CATEGORY: FULL-TIME, PAID STAFF

LOCATION: GENEVA/NEW YORK

DEADLINE TO APPLY: JULY 23, 2023

SALARY: \$44,000 - \$48,000 PER YEAR

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GENERAL OVERVIEW

The World Federation of United Nations Associations (WFUNA) is a global nonprofit organization working for a stronger and more effective United Nations. Established in 1946, we represent and coordinate a membership of over 100 United Nations Associations and their thousands of members. We work to build a better world by strengthening and improving the United Nations, through the engagement of people who share a global mindset and support international cooperation – global citizens. Our organization has offices at the UN Headquarters in New York and Geneva, as well as in Seoul, Republic of Korea.

POSITION OVERVIEW

- The WIMUN Marketing Associate is in charge of recruiting participants and forming partnerships for the WFUNA's Model UN programs, including the WFUNA International Model UN, the Global Model WHO and WIMUN Summer Camps. He/she will work closely with WFUNA's Model UN Coordinator and Youth & Officer, as well as with partners and volunteers who help organize WIMUN conferences.
- The position is based in WFUNA's Geneva or New York office. He/she reports to WFUNA's Model UN Coordinator.
- This is a full-time, paid position.

RESPONSIBILITIES

Responsibilities include:

- Developing an outreach strategy for schools, universities and other educational organizations.
- Implementing the developed outreach strategy by contacting schools, universities and other educational organizations by email and phone.
- Working with parents and students to recruit participants for WFUNA Model UN Summer Camps.
- Identifying and securing new recruitment partners for WFUNA's Model UN programs.
- Working with existing partners, schools, and universities to retain them for future programs.
- Identifying ways to advertise WFUNA's Model UN program to the wider Model UN community online.
- Liaising with schools, universities, and other partners during conferences to solidify their commitment to WIMUN.
- Leveraging Salesforce, Campaign Monitor, and other CRM tools for recruitment of participants.
- Contributing to WIMUN's social media strategy and presence.
- Supervising the work of one or more intern(s).
- General staff duties related to WFUNA's work and other duties as assigned by the supervisor or WFUNA's Secretary-General.

SKILLS AND QUALIFICATIONS

- 1-2 years of documented work experience with recruiting participants for educational programs and activities is required.
- Bachelor's Degree in Communications, Marketing, or a related field is required.
- Good working knowledge of Microsoft Office and e-mail marketing services, such as Campaign Monitor is required.
- Knowledge of the United Nations is required.
- Excellent written and oral communication skills in English is required.
- A Masters Degree in in Communications, Marketing, or a related field is desirable.
- Previous experience with Salesforce is desirable.
- Previous experience with Model UN and WIMUN in particular is desirable.
- Non-profit/civil society experience is desirable.
- Knowledge of French and/or Spanish is desirable.

PERSONAL CHARACTERISTICS

- High energy, results-oriented self-starter who can involve and motivate key stakeholders, staff, and interns
- Thrives in a multi-faceted, fast-paced, and challenging environment.
- Well-organized with close attention to detail and implementation.
- Strategic, progressive, and creative thinker.
- Ability to travel internationally frequently.

Candidates must possess a valid visa to work in the United States OR must hold citizenship of an EU member state, Switzerland, or any other country within EFTA. Candidates with a US work visa will be placed in WFUNA's New York office, while candidates with EU, Swiss, or any other EFTA citizenship will be placed in WFUNA's Geneva office.

To apply, please send a resume and cover letter to wimunassociate@wfuna.org. Applications will be reviewed on a rolling basis, and we will close the application on July 2, 2023. Interviews will take place on a rolling basis and WFUNA reserves the right to close applications early if a suitable candidate is found before July 23. Your application materials should be submitted in English. Please indicate "WIMUN Marketing Associate" in the subject line of your email and consolidate your resume and cover letter into one document. Due to the volume of applications received, please note that only candidates who are selected for an interview will be contacted. No phone calls, please.