

KNOWLEDGE TEAM – job posting

Marketing Manager Sustainability PA Geneva office preferred

Position:	Marketing Manager (50% capacity)
Office:	Geneva preferred (other European offices possible)
Reports To:	Ingrid Velken – Sustainability Global Manager
Status:	Regular / part-time (50% role)
Date:	December 9, 2011

POSITION SUMMARY:

The primary role of this position is to support Knut Haanæs (Head of BCG Global Sustainability Initiative) and Ingrid Velken (Global Manager for the Sustainability Initiative). The primary focus of this position is to help develop and execute the marketing agenda which includes knowledge development, client outreach programs, external and internal publications, practice PR, client conferences (BCG-branded or BCG-sponsored), as well as internal communication activities: newsletter, PA updates, etc.

This individual will be an integral part of the Sustainability Initiative core Team and so will also participate in other key projects to further build the practice area agenda.

The successful candidate will report to the Sustainability Global Manager. He/she will also work closely with the Global Leader as well as other members of the core team.

CORE RESPONSIBILITIES:

- Works with the core team of the Sustainability initiative and BCG Global marketing to devise, direct and execute a marketing strategy that develops client relationships and has a positive impact on BCG's brand
 - Helps the sustainability initiative leadership establish the sustainability marketing agenda, including content portfolio, media presence, conference participation (BCG-branded or BCG-sponsored), and other client outreach programs
- Supports sustainability internal research investments (Tier 1 projects) around resulting marketing materials and / or events

- Sets up and manages the development of the initiative's content pipeline (including BCG and external publications, multimedia projects), including critical content review
- Oversees execution of the initiatives marketing and media events (BCG internal and external)
- Works closely with BCG's Global Marketing, Editorial and Media functions to leverage global resources for sustainability projects, and to provide requisite input on the initiatives behalf (e.g., the sustainability initiative's point of contact for bcg.com, bcgperspectives.com, IMD, GMD, etc.)
- Manages the initiative's internal marketing activities (e.g., build awareness of sustainability content and activities, promote affiliation, develop internal newsletters, improve the online community etc.)
- Promotes innovation at BCG by recognizing new concepts and facilitating their capture (e.g., supports new online formats for bcgperspectives.com) and establishes a forum for cross-fertilization of ideas across topics in the sustainability initiative
- Monitors relevant content or marketing activities generated outside BCG

POSITION REQUIREMENTS, SKILLS AND CORE COMPETENCIES:

- 3-5+ years of relevant experience in a professional services environment (e.g., consultant track, marketing director)
- Experience at BCG or similar management consulting environment a plus
- University degree with demonstrated high academic achievement, MBA a plus
- Marketing or media experience a plus
- Excellent managerial and interpersonal skills, able to engage all levels of seniority
- Demonstrated written and oral communication skills (excellent English a prerequisite)
- Self-starter, good at prioritizing, able to tolerate ambiguity
- Service-oriented and proactive
- Demonstrated organizational skills, able to work in a fast-paced environment and manage multiple parallel tasks



APPLICATION PROCEDURE:

Interested candidates may contact Ingrid Velken (Global Manager – Sustainability Initiative) for further details. The resume and motivation letter containing specific qualifications should be sent to Ingrid Velken at velken.ingrid@bcg.com and Ewelina Mika (Regional Knowledge Coordinator for this region) at mika.ewelina@bcg.com. Candidates may be invited to interview after resumes have been screened.

Please note that this position is not restricted to responsibilities above and the job scope and responsibilities are subject to change.

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