



Universal Acceptance

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## Help Wanted: Technology Marketing Specialist

Application Deadline: **23:00 UTC 01 February 2018**

Send Applications to: [don.hollander@icann.org](mailto:don.hollander@icann.org)

### The Work

To achieve Universal Acceptance, Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs. Specifically, they must accept, validate, store, process and display all domain names. The UASG is looking for a Technical Marketing Specialist to be part of a very small team to advocate and advance the cause of Universal Acceptance (UA) and Email Address Internationalisation (EAI).

The role will be to fill the role of marketing execution for an existing strategic and tactical plan, built in conjunction with world-class communications marketing firm Edelman.

This will include:

- Reaching out to professional IT organisations and other influencers to get our messages published.
- Working with the ICANN Global Stakeholder Engagement teams and other UASG participants to get our message out and monitor the efforts. This will be to Governments, NGOs, Businesses and other ICANN stakeholder groups.
- Working through other channels to raise awareness of our message.
- Managing mailing lists and promotional distribution.
- Preparing distribution material including editorials and presentations.
- Maintaining a list of contacts and the messages shared.
- Supporting the Universal Acceptance Steering Group as capabilities allow.

### Expected Results (First year)

- Professional IT organisations - Building on work already started, Identify IT professional organisations around the world and reach out to them to get material published. NB: We have already started this and we can use the broader UASG community for introductions. We expect at least 200 instances to be published in the first year.
- Working through Government contacts already established, getting CIOs in government departments (national, regional and local) aware of the issue. We expect at least 1,000 CIOs working in Governments worldwide to have received at least one UA Message in the year.
- Raising editorials in vertical industry publication and IT professional publications. We expect 50 vertical industries to be identified and engaged.
- General Support of the UASG's endeavors.

### Your Experience

The following experience will be desirable:

- Technical Product Marketing experience for a global product.
- General understanding of domain names and their role on the Internet
- Fluent in English. A preference for fluency in at least one other language, ideally one that doesn't use the Latin Character set.

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Universal Acceptance Steering Group

visit/ [www.uasg.tech](http://www.uasg.tech) /

email/ [info@uasg.com](mailto:info@uasg.com) /



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- Computer literate & experience with CRM systems.

### **Structure**

This could be filled by an individual or group of individuals.

There is no restriction on location.

Some international travel may be involved.

### **Additional Background**

Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages. It is also the key to unlocking the potential of new generic top-level domains (gTLDs) to foster competition, consumer choice and innovation in the domain name industry. To achieve Universal Acceptance, Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs. Specifically, they must accept, validate, store, process and display all domain names.

The Universal Acceptance Steering Group is a community-based team working to share this vision for the Internet of the future with those who construct this space: coders. The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving domain name system (DNS).

More information about the UASG can be found at [www.uasg.tech](http://www.uasg.tech)

This position will be as a contracted provider of service. It will not be an employee relationship.

Normal contractual process with ICANN (a US based not-for-profit) will be required.

### **Next Steps**

Please provide us with:

- A brief statement of interest and why you want to do this work and why we should want you to do this work.
- A CV
- A sample of similar activity
- A rate (please indicate currency) inclusive of all costs and basis of the rate.
- Full contact details
- Two referees

Deadline for receipt of expressions of interest: **23:00 UTC 01 February 2017**

Send completed expressions to: [don.hollander@icann.org](mailto:don.hollander@icann.org)

If you have any questions, please send those to [don.hollander@icann.org](mailto:don.hollander@icann.org). Please allow 24 hours for answers.

We expect to reach out to a short list of candidates within one week of the closing time.