Marketing Automation and Data Manager

Location: UK, US, and Ireland

About TM Forum:

TM Forum is a global association of over 850 member companies that generate US$2 trillion in revenue and serve five billion customers across 180 countries. We drive collaboration and collective problem-solving to maximize the business success of communication and digital service providers and their ecosystem of suppliers around the world. Today, our focus is on supporting members as they navigate their unique digital transformation journeys, providing practical and proven assets and tools to accelerate execution and platforms to facilitate collaborative problem solving and innovation. You can learn more at www.tmforum.org.

Our vision is to drive the next wave of digital business growth – the digitization of every industry – by providing a common innovation platform to connect businesses, industries, and ecosystems. We do this is in a highly practical and agile way through collaboration programs and communities which lead to rapid prototypes – ranging from digital business models to interconnectivity APIs – that have real world commercial applications. Complementing our collaboration programs, the Forum provides thought-provoking digital business research and publications, industry best practices and standards along with training programs to accelerate adoption, and events and workshops which connect top business & IT leaders to learn, network, and develop meaningful partnerships.

Position Summary:

The Marketing Automation and Data Manager is responsible for developing strategies that grow the Forum's database of hundreds of thousands of existing and prospective-members, attendees of Forum events and people downloading the Forum's research and analysis.   The manager will be part of the marketing team, reporting to the Chief Marketing Officer, and support marketing colleagues in the automation of digital marketing campaigns, using Marketo. They will work closely with IT colleagues who maintain the Forum's systems environment and with sales people, who use salesforce. TM Forum is a globally distributed, busy organization, and the role will suit a conscientious self-starter that enjoys working remotely with colleagues in different time zones, with different levels of knowledge in marketing and sales automation techniques and processes.

<u>Job Specification</u>

Requirements:

- Have five year's hands-on experience of structuring multi-channel B2B marketing automation campaigns in Marketo, or an equivalent tool
- A track record of supporting marketing colleagues in developing user-persona-based content marketing strategies that progress IQL's to MQL's to SQL's
- Experience of working with inside-sales teams to turn MQL's into SQL's
- A natural ability to provide one-to-one coaching to sales and marketing colleagues on the principles and practices of digital marketing and sales processes, and tips and tricks with using Marketo and Salesforce

- Ability to build dashboards and reports that report on a wide variety of metrics that explain the volume and velocity of the marketing and sales funnel and pipe.
- Experience implementing and enforcing data segmentation and data management policies.
- Competent Microsoft Office user: word, PowerPoint, excel
- Enjoy using data to build insights and you have an educational background to degree level that supports this inherent fascination
- Have hobbies and side-interests that reflect this interest in structure and logic
- Have people skills and patience to train and mentor people with different levels of competency in using digital marketing and sales tools
- You will support users on different time zones in different continents, as part of a distributed global team

Desirable Skills:

- Experience using business intelligence tools such as Birst, Tableau, or Watson Analytics
- Experience interrogating data sets from multiple sources and developing insightful management information
- Experience of working with an inside sales team to progress marketing qualified leads to sales qualified leads
- Experience of paid search, SEO and PPC

For immediate consideration, please email your resume to recruit@tmforum.org. EEOC.