



Senior Marketing Manager, Events

Location: UK or Ireland

About TM Forum:

TM Forum is the global member association for digital business. We provide a platform for hundreds of global members across a wide range of industries – communications, technology, cities and municipal government, insurance, healthcare, and so on – to collaborate and partner to co-create, prototype, deliver, and monetize innovative digital services for their billions of customers.

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 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.

This position reports to the Assistant Controller; plans and manages accounting activities within the Accounting & Finance department performing the following duties.

The Senior Events Marketing Manager is responsible for leading the creation and execution of the marketing strategy and the implementation of marketing activities to achieve event revenue goals for the assigned global events.

Specific Responsibilities:

- Develop a formal marketing plan across each of the assigned events, clearly highlighting direct marketing and database strategies, including: messaging/positioning, channel strategies, audience segmentation, budget and pricing
- Create a lead generation strategy to grow the events database across key market segments, utilizing content marketing efforts and marketing automation
- Build marketing plans and content for email marketing, search, social media and web
- Translate event content into clear messaging copy and value propositions across a wide variety of target audiences
- Ensure campaigns are delivered on budget, on time and to agreed approval processes
- Perform regular analysis and reporting (mid and post event) to inform and improve campaign CPA and ROI
- Develop and execute third party barter and partnerships to reach new audiences
- Work with external partners including telesales and design agencies

Specific Requirements:

- Bachelor's degree in marketing/communications/design or related field and 5-7 years related experience;

- Creative thinker, experienced copy writer
- Background in B2B event marketing to both a business and technical audience
- Background in content development for a variety of channels (video, events/presentations, training, social media, web, email)
- Experience with developing inbound marketing campaigns
- Proven results with digital marketing (email, web, social media);
- Hands on experience with Marketo or another marketing automation platform
- Knowledge and experience of marketing to a global audience;
- Experience working in a multi-national company and internal teams spread across multiple locations around the world
- Ambitious driven self-starter & team player
- Creative approach to writing
- Stays calm under pressure
- Focuses, attention to detail
- Goal oriented, organized individual with strong time management skills
- Good communicator with excellent inter-personal skills
- Ability to travel as required by the business
- (Desirable) Experience in the telecommunications space and marketing to telco audiences (service providers, technology vendors, etc.)

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

An Equal Opportunity Employer

TM Forum does not accept resumes from unauthorized agencies and search firms. Resumes submitted on this site by unauthorized third-parties will not be considered for posted positions and are not eligible for any compensation. All third-party agents and search firms must have an approved contract with TM Forum in order to submit resumes on behalf of candidates