**TM Forum Membership Marketing Director**

**Location: Ireland, UK or US**

**Introduction to 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. We support 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](https://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 in a highly practical and agile way through collaboration programs and communities which lead to rapid prototypes – ranging from digital business models to Open APIs – that have real world commercial applications. Complementing our collaboration programs, the Forum provides thought-provoking digital business research and media, 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.

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**Membership Marketing Director:**

The Membership Marketing Director is responsible for articulating the value created by being a member of TM Forum, and communicating this to existing and new members through the hands-on creation of a variety forms of marketing collateral including; animation and video; infographics; sales tools including PowerPoint and pdfs; and web pages. The Director is experienced in digital marketing and structuring automated multi-channel, multi-touch, integrated marketing campaigns, that make best use of the marketing collateral. These campaigns turn Information Qualified Leads into Marketing Qualified Leads and Sales Qualified Leads, and support the work of the Membership Engagement team.

The Director is a senior member of the marketing team, reporting to the Chief Marketing Officer, with a dotted line to the Managing Director of Member Engagement & Sales. The Director is used to working in a globally distributed, busy organization, with multiple priorities, who can remain proactive, focused, and conscientious with a minimal amount of guidance, and become an essential part of the Member Engagement team, for members and staff alike.

**Responsibilities:**

* Develop the Forum’s membership marketing strategy and execute clearly-defined omni-channel marketing campaigns to attract new members and retain current members of the Forum
* Work effectively cross-functionally across the Forum, providing meaningful direction and input on member personas, messaging, positioning, themes, and content
* Efficiently build and run diverse programs and campaigns including developing and running content marketing strategies, email marketing, lead nurturing, social media, and telesales programs from start to finish
* Establish best practices and a feedback loop and measurement process for continual improvement/measurement of success

**Job Specification**

**Must have:**

* A track record of developing different types of B2B marketing collateral, preferably for the global communications industry, from website to print, video and infographics
* Experience in building successful multi-step automated marketing campaigns, preferably using Marketo and Salesforce, or a similar marketing automation platform
* Experience working alongside senior sales leadership colleagues
* Experience of working with product management to develop coaching for sales people on new value propositions
* Experience of working with inside-sales teams to turn MQL’s into SQL’s
* Ability to use sales and marketing dashboards to drive marketing campaign strategies.
* Competent Microsoft Office user: word, PowerPoint, excel

**Nice to have:**

* A high-level understanding of the issues facing Communication Service Providers worldwide
* An understanding of Sirius Decisions’ Waterfall methodology and Pragmatic Marketing’s Product Management Framework
* Fantastic PowerPoint skills
* Experience of drafting press releases
* Experience of creating exciting creative digital assets, including video and animation
* Knowledge of using social media as a campaign tool

**Person Specification**

* You have at least five year’s hands-on relevant experience of developing different types of marketing collateral
* You enjoy helping sales people and you know why you are a marketer and not a sales person
* You are a confident communicator who brings people with you
* You enjoy planning and metrics
* You know when to talk and when to get your head down and work
* You avidly read the business and technology press and take a deep interest in what’s going on
* You can work remotely and support users on different time zones in different continents, as part of a distributed global team