

Marketing Automation Manager (Marketo)

Location: London / UK

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 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.

About the role:

The role of the **marketing automation manager** (Marketo) is to administer marketing campaigns through Marketo; test and analyze workflow, lead generation, lead nurturing and lead scoring; and identifies tactics for improvement. Working with the business and supporting Marketing to make data-led decisions.

Key responsibilities and accountabilities:

Data

- Maintaining the quality of the marketing database (deduplication and enrichment)
- Building audiences and segmentation and looking at data gaps
- Advising marketing team on audience selection
- Monitoring and maintaining background 'operational' programs in Marketo

Emails & Campaigns

- Setting up Marketo programs for webinars and events
- Setting up and helping to maintain automated nurture campaigns
- Experience of A/B testing and iterative improvement of email campaigns
- Updating HTML in email templates and adding new modules as required via Marketo email editor 2.0
- Setting up custom tokens including email script tokens
- Creating and maintaining Marketo Landing Pages and Forms
- Advising teams on best practices for email marketing including email design, deliverability etc
- Testing and approval of email campaigns
- Helping with other digital campaigns (e.g. LinkedIn) to create multichannel customer journeys

Reporting

- Helping team with email performance reports, insights and actions
- Reporting on numbers of IQLs, MQLs, SQLs
- High-level Google Analytics reporting
- Running ad hoc data requests for the marketing team as required

About Your Experience

- Minimum of 1 year Marketo experience mandatory
- Minimum of 1 year HTML experience
- Salesforce experience (desirable)
- Google Analytics experience (desirable)
- Good knowledge of Excel (Formulas, VLookups, PowerQuery)
- Strong attention to detail
- Strong interpersonal, communication and organizational skills
- Love for email marketing and data
- A positive attitude and willingness to pass on your knowledge and experience
- Positive, proactive, and collaborative team player with ability to work with colleagues in an open, friendly manner across multiple time zones and cultures
- A self-starter who feels comfortable working at home in a distributed, global organization

For immediate consideration, please forward resume with salary requirement to
recruit@tmforum.org.

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