**Marketing Copywriter**  
**Location: London, UK (Remote)**

**Introduction to TM Forum**
TM Forum is a global association of over 850-member companies that generate US$2 trillion in revenue and serves 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](http://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.

**Diversity & Inclusion at TM Forum**
TM Forum is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, genetic information, arrest record, or any other characteristic protected by applicable federal, state, or local laws.

This is initially a two month engagement with the possibility of being extended. The ability to work flexible hours maybe needed to accommodate team calls in different time zones. Our people are unique and many of our staff work flexibly in many different ways. Please talk to us at interview about the flexibility you need. We can’t promise to give you exactly what you want, but we do promise not to judge you for asking.

**Summary Description:**
The role of the marketing copywriter is exciting, collaborative and creative. Marketing owns our voice and brand, this role will embody that voice across all materials, taking complex products and solutions and creating simple, digestible value statements and content to push across all marketing channels. You will be the voice of the Forum, responsible for creating copy for another of mediums including but not limited to sales collateral, blogs, case studies, email marketing.

We are looking for an exceptional copywriter with extensive background in telecom. Skills include content development for all formats (written, visual and video), website management, and writing and editing for senior executive audiences and on behalf of senior executives.

Responsible for development and production of TM Forum’s external and self-published editorial content and derivative formats with emphasis on digital presentation (interactives, infographics, video, podcasts, blogs, etc.).

**Key responsibilities and accountabilities:**
- Create both long and short form copy and messaging for email, social, web, articles and brand guidelines like tone of voice documents.
- Working with product marketing, taking the key value messages and transforming them into useable content across multiple mediums.
- Ability to write on behalf of senior executives (CEO, CTO, CCO) for senior audiences.
- With excellent knowledge of the industry write in a style that engages our audience e.g., technology in a down-to-earth, friendly way, bringing to life benefits to end users using pithy, memorable messaging.
- Bring a fresh and conversational tone to our corporate content with a bold, simple tone of voice.
- Create and manage original, persuasive and conceptually compelling work for a variety of campaigns and internal stakeholders, including Sales and Marketing.
• Create cohesive working relationships and integrated deliverables with other marketing team members and across the business.

**To succeed in the role, you will:**
• Have extensive telecoms experience and understand the industry
• Deliver the voice of the Forum
• Listen to and respond to briefs, and question where there are gaps
• Be responsible for owning and growing stakeholder relationships
• Have experience with developing ideas and writing for telecoms brands
• Have a strong portfolio with memorable copy that stands out from the crowd
• Have a drive to break boundaries and craft the best ideas of their kind in the world
• Be passionate about your craft and stay on top of best practices in your field

**About Your Experience**

You will have:
• Minimum of 8 years' experience in telecoms is mandatory
• In-depth knowledge of the telecommunications industry
• Exceptional written and spoken English, with an exemplary attention to detail
• Excellent interpersonal skills, able to build a positive rapport with internal and external stakeholders, and to influence positive outcomes that meet deadlines
• Self-disciplined, structured and organized, able to work remotely and prioritize a busy schedule and competing priorities
• A talent for prioritising work and capable of handling multiple projects at once, working effectively to set, communicate and meet deadlines
• Excellent editing and proofreading skills
• Experience with SEO/web copywriting
• A love for brand storytelling and tone of voice development
• A portfolio with both long form and short form copy
• Ability to work under pressure and to strict deadlines
• A varied background including print, digital and media
• A positive attitude and willingness to pass on your knowledge and experience