Director – Product Marketing
Location: Western Europe or North America

Introduction to TM Forum

We are an alliance of 850+ global companies working together to break down technology and cultural barriers between digital service providers, technology suppliers, consultancies and systems integrators.

Our work is defined by our members, which include 10 of the world’s top 10 network and communications providers and stretch across 180 countries. Our members tap into each other’s collective experiences and abilities to collaboratively solve complex industry-wide challenges, deploy new services and create technology breakthroughs to accelerate change.

We help communications service providers (CSPs) and their suppliers to digitally transform and thrive in the digital era. We do this by providing an open, collaborative environment and practical support which enables CSPs and suppliers to rapidly transform their business operations, IT systems and ecosystems to capitalize on the opportunities presented in a rapidly evolving digital world. You can learn more at www.tmforum.org.

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 a full-time remote-working position, but some international travel may be required post pandemic with work flexible hours 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 during the 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

The TM Forum is looking for a collaborative, results-oriented Director of Product Marketing with strong analytic and communications skills to help accelerate momentum for the TM Forum’s Open Digital Framework (ODF), Open Digital Architecture (ODA), Open API, and related products for communications service providers (CSPs) and their suppliers globally. CSPs are rethinking how to best incorporate cloud native technologies into their next generation of software solutions and this portfolio of products has been formulated using the collaborative best thinking of the Communications Industry.

The ideal candidate is a fast learner, seeks career growth opportunities in a product marketing role, has superior written and verbal communications skills, is comfortable working in a technical environment...
focused on communications industry challenges, welcomes global travel, has a passion for winning, and places a high value on collaboration and alignment for achieving results.

This role will be responsible for leading the Product Marketing efforts for the TM Forum for its ODF, ODA, Open API, and related products.

**Specific Responsibilities**

- **Responsible and Accountable for:**
  - Accountable for delivering clear, concise, and compelling value-based messaging and positioning that reflects a thorough understanding of the TM Forum Members' business problems ("pain points") and how the ODA Products address those problems (solution capabilities)
  - Accountable for delivery of high quality marketing collateral including both visual materials (PowerPoint, Video, web pages) and written materials which reflect the agreed upon messaging and positioning
  - Accountable for ensuring that all collateral and messaging remains up to date, reflecting the most current release of the product including developing external facing roadmaps with product management to keep members informed
  - Responsible for training other members of the TM Forum Staff, such as sales and member-facing team members, as well as TM Forum Members on the use of the marketing collateral
  - Responsible for opportunity sizing, market segmentation and strategy, in consultation with the Product Manager
  - Responsible for delivering to KPI targets and OKRs to drive adoption of the products, working closely with a Campaign Marketing Team to deliver measurable results
  - Responsible for driving awareness of the products by working closely with the Corporate Marketing Director on PR and Analyst relations activities to support the above

- **Consulted:**
  - On the development of the product roadmap, working closely with Product Management and the R&D Collaborative team
  - On the development of digital campaigns for ODA products by the GTM campaign team

- **Informed through:**
  - Active participation in the Collaborative R&D efforts of the TM Forum, particularly as new products are emerging

**Skill requirements**

- 5 + years of experience working in product marketing role or related customer-facing technical role for a software supplier to the Communications Industry
- Experience in marketing Cloud Services and/or Cloud Native products desired
- In depth understanding of the Communications Industry required
- Proven ability to learn new technologies and standards quickly
- Strong analytical and critical thinking skills
- Excellent communication, writing and problem-solving skills
- Positive, proactive, and collaborative team player with ability to work with colleagues in an open, friendly manner both in person and virtually
- Experience in working within a multicultural and international environment
• Ability to multitask and juggle multiple projects through highly effective organizational skills
• Strong time management skills and the ability to work under pressure working to tight deadlines
• Strong Proficiency with Microsoft Word, Excel, and PowerPoint
• Ability to travel internationally occasionally post pandemic
• Requires a Bachelors in Computer Science or other technical degree, MBA desired

For immediate consideration, please forward resume with salary requirement
For more information, please view our website at www.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.