Marketing Executive
Location: UK/ USA (East Coast) Europe

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.

About the role
The Marketing Executive will support the marketing team as part of the campaign team, reporting to the marketing manager. The role provides the opportunity to support the various products and services TM Forum offers by helping to execute multi-channel marketing campaigns. Campaigns will vary throughout the year and will be designed to support membership, training, research and media or events. The campaigns will be measured on KPIs and the Marketing Executive will work alongside a Senior Marketing Manager to deliver the desired outcomes across email, social media, internal communications, web and advertising.

Below are the key responsibilities and accountabilities:
- Develop and execute multi-stage, content-led, digital marketing campaigns
- Grow audience and engagement through creative campaigns
- Liaise with agencies, suppliers and internal stakeholders to deliver to agreed timelines
- Responsible for reporting success of campaigns through dashboards and weekly reports that clearly demonstrate progress against set KPIs
- Ensure that the TM Forum brand and values are maintained and communicated effectively

To succeed in the role, you will:
- Be motivated to continue developing your industry knowledge and marketing skills
- Be willing to experiment with new marketing tactics and bring fresh ideas to the team
- Be able to work across multiple marketing campaigns, maintaining focus in a busy environment
- Be passionate about your craft and eager to learn from your colleagues

About your experience
You will have:
- Minimum of 2 years marketing experience in a B2B environment
- Self-disciplined, structured and organized, able to work remotely
- Experience using content management systems and other tools for maintaining website content
- Experience using social media channels to promote products and services
- Working knowledge of email automation tools (eg Marketo, HubSpot, Mailchimp)
- Exceptional written and spoken English, with an exemplary attention to detail

What we offer in return:
• Competitive salary
• Hybrid working
• Enhanced annual leave*
• Diversity and inclusion in-house council
• Short- and Long-term disability insurance
• Life assurance
• Private healthcare
• Dental insurance
• Enhanced pension*

**To apply**
To apply for this position, please send your Curriculum Vitae, and a supporting letter explaining why you are the right person for the job, to recruit@tmforum.org

This is a full-time remote-working position, but some international travel is required 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 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.

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.

*Terms apply**
**This is full-time, remote-working position**