Marketing Manager
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.

The Marketing Manager is a vital part of the marketing team, reporting to the Senior Director of Marketing and part of the campaign team. The Manager is responsible for delivering multiple campaigns, supporting and business growth across TM Forum’s lines of business by planning and executing 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 manager is responsible for delivering to the desired outcomes, reporting up and out to the wider organization.

Below are the key responsibilities and accountabilities:
- Responsible for developing and executing multi-stage, content-led, digital marketing campaigns.
- Responsible for growing audience and raising awareness and participation through campaigns.
- Responsible for the creation of sales collateral, working closely with the sales team to maintain and improve collateral and member communications.
- Responsible for ensuring that the TM Forum brand and values are maintained and communicated effectively.
- Responsible for reporting success of campaigns through dashboards and weekly reports that clearly demonstrate progress against set KPIs.

To succeed in the role, you will:
- Bring your own creativity and ideas to enhance the marketing of TM Forum’s programs and services.
- Be responsible for managing multiple marketing campaigns.
- Be motivated to continue to improve, and to experiment with and new marketing tactics and techniques.
- Be passionate about your craft and stay on top of best practices in your field.

About your experience
You will have:
- Experience marketing products and services to B2B audiences.
- Minimum of 5 years marketing experience, preferably with a similar membership organization or telecoms organization.
- Experience of developing multi-channel digital campaigns executed via marketing automation (for example Marketo).
- Experience using content management systems and other tools for maintaining website content (for example WordPress)
- 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
- Self-disciplined, structured and organized, able to work remotely
- 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

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