Events Marketing Director
Location: US (East Coast)/UK/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.

Job Overview
Events are a key channel through which the Forum drives member engagement and connects members to each other so that they can meet, network, collaborate, receive practical guidance, and do business with one another. Each year, the Forum produces its flagship event: Digital Transformation World which is held in Europe and attracts approximately 3,000 delegates and 150+ exhibitors. Additionally, we also produce several other events, including a 1000-delegate event in Asia, bi-annual member collaboration events (150-200 delegates), senior executive workshops, as well as attending a number of third-party events such as Mobile World Congress.

Are you a passionate, proven Events Marketer looking for your next opportunity? If yes, the Events Marketing Director position could be for you. The Events Marketing Director is responsible for the overall events marketing strategy, creating and building the campaign by new, innovative, and data-driven ways to reach attendance and revenue targets. A key part of this role is building consensus and alignment among a diverse team across TM Forum departments with multiple agendas.

What you will do:
- Responsible to create event marketing strategy for the organization, which includes an overarching external comms plan, annual objectives, quarterly comms and messaging, KPIs and reporting tracker, including but not limited to:
  - Individual event campaigns (reporting on agreed KPIs and metrics for each)
  - Revenue tracking against target
  - Weekly reporting to SLT against agreed OKRs and KPIs
  - Building and managing relationships cross-functionally, in particular with Conference Production content team, IT team, Web development team and Event Operations team
  - Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary and communicated these trends internally
- Responsible for one direct report including mentoring and coaching
- Responsible for events marketing budget, ensuring ROI and accurate spend management across all campaigns and channels
- Accountable for the overarching brand and voice of TM Forum remaining present in our events campaigns, ensuring that we maintain consistent brand throughout all external and internal channels
- Responsible for supporting the sales teams with collateral, data, research and insights.
- Responsible for interacting with peers at member and sponsor companies, to offer co-marketing support for sponsorship and partnership opportunities
- Partner and collaborate with product marketing, membership marketing, data marketing, design, and third-party suppliers to create high quality campaigns that deliver high-caliber content and exceptional results.
• Responsible for managing supplier and third-party relationships, including:
  o Design agency and design freelancers
  o Website agencies and IT designers
  o Member companies co-marketing support for sponsorships and partnerships
  o Stand builders and supporting agencies onsite at events

You are:
• **Communicative.** You are an effective and timely communicator with all stakeholders. You understand what is needed of them and clearly instructs others.
• **Creative.** You can see a problem from different perspectives. You love to experiment, solicit feedback, and learn from each iteration. You continue to evolve by following trends and brainstorming with the team to get those creative juices flowing.
• **Fiercely Collaborative.** You take an organization-level view and are equally invested in the success of others. You invite and act on different points of view. You quickly establish trusting relationships.
• **Strategic.** You can look big picture and develop strategies to grow our event portfolio and audience.
• **Organized.** You sweat the details and plan for contingencies. And, you are flexible, like thinking on your feet, and can adjust for the unexpected. With your excellent organizational skills, you are timely with communication and meet deadlines (even with some extra days to spare!)
• **Metrics-driven.** You have a good understanding of how to track and report opportunities, pipeline and influence driven activities, can build reports independently and identify trends for larger groups of information

You have:
• 10+ years of experience in Event Marketing for paid large scale events
• 5+ years of management experience
• Experience of Marketo and WordPress
• Experience of the telecoms industry and/or membership organizations (not essential, but a definite plus)
• An obsession with combining data with creativity

**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 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.

For immediate consideration, please email your resume to recruit@tmforum.org.

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