Marketing Automation Director
Location: Hybrid - London

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.

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.

Role Overview
This role is about increasing the effectiveness of our marketing function through automation, data quality improvements and campaign personalization. The role will focus on developing the high level strategy for our Marketo use as well as operationalizing use of our marketing technology, to implement customer focused campaigns. Working within the marketing team and working closely with IT & data teams. Managing campaign setup, execution, maintenance, and performance reporting across all of our campaigns.

Job Specification
- Own and develop the roadmap and strategy for the Marketing Automation platform, including consultation with key stakeholders to prioritize deliverables
- Design and manage the Marketing Automation architecture including data flows, lifecycle campaigns and customer journeys
- Optimize the marketing technology infrastructure, systems and tools, to enable the entire Marketing team to better segment, target and engage with prospects and customers
- Collaborate with stakeholders from across the business to identify opportunities for marketing technology to reduce costs, increase sales and improve efficiencies
- Enable the marketing function to work more effectively by optimizing workflows, processes and providing reports to enable data driven decisions
- Implement processes to drive improvement in data quality.
- Ensure alignment between Marketing and Sales by managing and improving internal MQL to SQL processes
- Manage nurture, lifecycle and automated email processes, landing pages, forms, and reports within the marketing automation platform
- Use email scripting (Velocity) to create highly personalized campaigns
- Manage third party platform integrations with Marketo via Launchpoint as well as webhooks
- Promote best practice for all users of Marketo
• Deliver lists, recommend audience builds and guide targeting for campaigns and tactics
• Plan and perform A/B testing to define and execute enhancements to productivity, conversion rates, and programs/campaign ROI
• Lead and coach the Marketing Automation Manager

Experience and Qualifications

• 5+ years of experience in building and executing high-volume, large scale automated campaigns
• Experience of HTML, JavaScript
• Experience of SQL, Python, Jira desirable but not essential
• Solid knowledge of integrated B2B marketing, Account Based Marketing, marketing technology ecosystems
• Hands-on experience and deep knowledge of marketing automation platforms. Must have Marketo experience and Salesforce knowledge.
• Have a clear understanding of data compliance, GDPR and best practices for data governance, storage, processing and build and develop processes accordingly
• Strong sense of ownership; excellent with project/time management and the able to manage multiple priorities
• Team player with outstanding interpersonal, verbal, and written communication skills required
• High level of attention to detail is essential; must be metrics-driven and results-oriented.

What we offer in Return

• Hybrid
• 25 days plus 8 bank holidays
• Periodic Well-being days (Business organized)
• Medical Insurance
• Dental Insurance

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

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.