Marketing Executive
Location: UK Based – 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
The Marketing Executive will support the Marketing Director, Labs as part of the marketing campaign team. The role provides the opportunity to implement the delivery of campaigns with a specific focus on our Catalyst program and our member projects. The campaign objectives will include driving awareness and engagement, growing participant numbers and delivering member value with the output from the projects. The campaigns will be measured on KPIs and the Marketing Executive will work alongside the Marketing Director to deliver the desired outcomes across email, social media, internal communications, web, events and advertising.

Below are the key responsibilities and accountabilities:
- Execute multi-stage, content-led, digital marketing campaigns
- Grow audience and engagement through creative collateral and campaigns
- Liaise with agencies, suppliers and internal stakeholders to deliver to agreed timelines
- Responsible for reporting the 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
- Have a passion for marketing, team work and collaboration.
- Have a curious mindset and be interested in continuous learning and improvement.

Experience and Qualifications
- 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
• 25 days plus 8 bank holidays
• Periodic Well-being days (Business organized)
• Medical Insurance
• Dental Insurance
• Short and Long term Disability Insurance
• D&I In-house Council
• Life assurance

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.