Membership Marketing Director
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.

The Membership Marketing Director will combine:
• Marketing strategy work, with
• Development of marketing content, and
• Execution of marketing campaigns
• Generate marketing qualified leads that support the fulfilment of the strategy.

The Membership Director will also oversee the onboarding of new members and support the Chief Marketing Officer with the Forum’s external communications activities as it relates to members.

TM Forum’s membership marketing strategy has four aspects:
• To develop and maintain a membership target market report, and to work with data management colleagues to maintain and grow data on the target market
• To work closely with the Membership Engagement team to create account plans for our largest 30 members and develop account-based marketing programmes for each of these members
• To create a digital content-engagement plan for our smallest members and automate their membership renewal
• To work with the senior leadership team on developing membership strategies for adjacent new markets, such as media & broadcast, smart cities, and automotive.

Marketing content creation includes
• Adhering to brand guidelines and helping to build the brand
• Developing and maintaining sales enablement tools, especially PowerPoint decks
• Coaching membership engagement staff on the use of appropriate materials and maintaining and optimizing the online repository of materials
• Working with colleagues to collect membership endorsements and case studies in written, photographic and video formats
• Working on the development and automation of membership engagement reports to make them engaging and interactive

The execution of marketing campaigns includes:
• Structuring the content flow of automated campaigns using Lucid chart
- Working closely with the marketing automation and data manager to deliver the campaigns using Marketo
- Analyzing the results of campaigns and innovating to improve results over time
- Matching campaign execution to strategy development resulting in incremental strategic gains

New Member onboarding:
- Manage the new member onboarding process, by running the new member webinar
- Produce new membership press releases on a regular basis
- Develop social media work that incorporates more members on Linked-In and Twitter, and other social media channels as appropriate

External Communications:
- Work with the Chief Marketing Officer on a variety of external communication activities:
  - Oversee the Membership Awards press release process
  - Develop a list of case studies for the Forum’s writers to document

The Director is a Senior Member of the marketing team, reporting to the Chief Marketing Officer, with a dotted line to the Managing Director of Member Engagement & Sales. The Director is used to working in a globally distributed, busy organization, with multiple priorities, who can remain proactive, focused, and conscientious with a minimal amount of guidance, and become an essential part of the Member Engagement and Marketing team, for members and staff alike.

Job Specification
Must have
- Experience of researching target markets and developing business intelligence
- A track record of developing different types of B2B marketing collateral, preferably for the global communications industry, from website to print, video and infographics
- Experience in building successful multi-step automated marketing campaigns, preferably using Marketo and Salesforce, or a similar marketing automation platform
- Experience working alongside senior sales leadership colleagues
- Experience of working with product management to develop coaching for sales people on new value propositions
- Experience of working with inside-sales teams to turn MQL’s into SQL’s
- Ability to use sales and marketing dashboards to drive marketing campaign strategies.
- Competent Microsoft Office user: word, PowerPoint, Excel

Nice to have
- A high-level understanding of the issues facing Communication Service Providers worldwide
- An understanding of Sirius Decisions’ Waterfall methodology and Pragmatic Marketing’s Product Management Framework
- Fantastic PowerPoint skills
- Experience of drafting press releases
- Experience of creating exciting creative digital assets, including video and animation
- Knowledge of using social media as a campaign tool

Experience and Qualifications
- You have at least five year’s hands-on relevant experience of developing different types of marketing collateral
- You enjoy helping sales people and you know why you are a marketer and not a sales person
- You are a confident communicator who brings people with you
- You enjoy planning and metrics
- You know when to talk and when to get your head down and work
- You avidly read the business and technology press and take a deep interest in what’s going on
• You can work remotely and support users on different time zones in different continents, as part of a distributed global team

**What we offer in Return**

• Remote with the opportunity to work from our London office, on occasion
• 25 days plus 8 bank holidays
• Periodic Well-being days (Business organized)
• Medical Insurance
• Dental Insurance
• Life assurance
• Short- and Long-term disability insurance
• D&I in-house council

**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.