About TM Forum
TM Forum is an association of over 800+ member companies, which include all of the world’s top 10 network and communications providers and stretch across 180 countries. Our members tap into each other’s collective experiences and abilities to collaboratively solve complex industry-wide challenges, deploy new services, and create technology breakthroughs to accelerate change.

We help communications service providers (CSPs) and their suppliers to digitally transform and thrive in the digital era. We do this by providing an open, collaborative environment and practical support which enables CSPs and suppliers to rapidly transform their business operations, IT systems and ecosystems to capitalize on the opportunities presented in a rapidly evolving digital world. You can learn more at www.tmforum.org

This role is about increasing the effectiveness of our marketing function through reporting, automation, data quality improvements, campaign tracking and personalization. The role will focus on developing and operationalizing our marketing technology to implement customer-focused campaigns, provide actionable insights into our performance, and set up and manage automated reports and dashboards to report upon and inform our decisions.

Working as a critical component of the marketing team to build strong relationships with membership marketing, events marketing and the marketing operations teams. Reporting to and supporting the Senior Director of Marketing Operations to ensure that the data requirements of the marketing function are met.

Building strong working relationships with IT & data teams, and liaising with other departments to ensure that marketing objectives are supported through data insights.

Managing campaign setup, execution, maintenance, and performance reporting across all our campaigns and reporting on marketing performance across all marketing metrics.

Job Description

- Develop and manage the marketing automation platform (eg. Marketo)
- Develop and manage automated reports that provide insight into our performance against KPIs, OKRs, Marketing Metrics and Campaign performance (eg PowerBI and Sigma)
• Ensure Database health and effectively communicate and manage change in addressable audience
• Own and optimize the marketing technology infrastructure, systems and tools, to enable the entire Marketing team to better segment, target and engage with prospects and customers.
• Ensure alignment between Marketing and Sales by managing and improving internal MQL to SQL processes, by supporting membership marketing
• Manage nurture, lifecycle, and automated email processes, landing pages, forms, and reports within the marketing platform, with use of email scripting (Velocity) to create highly personalized campaigns
• Manage third-party platform integrations with Marketo via Launchpoint and 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
• Manage the Marketing Automation Manager along with all associated development/training
• Support the Marketing Automation Manager, with hands-on ability to implement, create, test and report upon emails, newsletters and other external communications
• Support the Senior Director of Marketing Operations to:
  o Enable the marketing function to work more effectively by optimizing workflows, and processes and providing automated and ad-hoc reports to enable data-driven decisions
  o Implement processes to drive improvement in data quality.

Requirements

• A passion for data, marketing and reporting
• 5+ years of experience in building and executing high-volume, large-scale automated campaigns
• Advanced experience with Google Analytics and Hootsuite
• Advanced level and Hands-on experience with the use of Marketo, Salesforce & PowerBI
• Advanced experience with HTML, JavaScript
• Advanced experience in SQL
• Experience with Python, and Jira (desirable but not essential)
- Solid knowledge of integrated B2B Marketing, Account Based Marketing, and marketing technology ecosystems
- 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
- A high level of attention to detail is essential; must be metrics-driven and results-oriented.

What we offer in Return
- 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 Resume and a supporting letter explaining why you are the right person for the job, too 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.