

# **Marketing Campaign Coordinator (Data & Automation)**

## **Location: UK, Hybrid**

### **Introduction to TM Forum**

TM Forum is an association of over 700+ 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](http://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.

Are you ready to join a team that embodies ambition, courage, and passion in every endeavor?

At TM Forum, we take pride in our core values, which drive our mission to digitally transform the world of communications. We're not just inclusive; we're a collaborative community that thrives on diversity. We do the right thing, always.

If you're looking for a dynamic environment where innovation and teamwork are at the heart of everything we do, TM Forum is the place for you. Join us, and together, let's shape the future of the digital era. We are Ambitious, We are Brave, We are Passionate, We are Inclusive, We are Collaborative, and We always Do the Right Thing within TM Forum.

### **Role Overview**

The role of the Marketing Campaign Coordinator (Data & Automation) is to optimize and streamline our marketing processes, and data management to ensure the overall efficiency and effectiveness of our marketing efforts. The role will focus on the provision of insights through ad-hoc and dashboard reports and the day-to-day management of marketing processes.

Working as part 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 improve the quality of our data and provide valuable data insights about the performance of marketing campaigns.

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

Fostering best practices in campaign setup, execution, and maintenance. Providing performance reporting across all our campaigns and reporting on marketing performance across all marketing metrics.

### **Job Description**

- Manage and maintain marketing databases, ensuring data accuracy, integrity, and compliance with relevant regulations
- Utilize data analytics to provide insights and support data-driven decision-making in marketing campaigns
- Develop and maintain KPIs, dashboards, and reports to track the performance of marketing initiatives
- Provide practical operational support to the Marketing Team
- Analyze and optimize marketing workflows and processes to enhance efficiency and productivity
- Develop and implement best practices for project management and campaign execution
- Work with stakeholders to ensure marketing tools and systems are fully functional and aligned to business needs
- Regularly present performance data to the marketing leadership team, making appropriate improvement recommendations
- Encourage a culture of continuous improvement and professional development within the team

### **Requirements**

- 3+ years experience in marketing operations or a related field
- A passion for data, marketing, and reporting
- Strong understanding of marketing technology, automation, and data management
- Proficiency in data analysis and reporting tools
- Experience in SQL, Marketo, PowerBI, Sigma and Jira is desirable
- Excellent project management and organizational skills
- Ability to collaborate and communicate effectively with cross-functional teams
- Detail-oriented with a focus on process improvement and optimization
- Knowledge of relevant marketing regulations and compliance
- Exceptional problem-solving and critical-thinking skills
- Strong analytical and decision-making abilities.

### **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

**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](mailto: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.