

## **Events Marketing Campaign Manager**

### **Location: Western Europe; preferably London, UK**

#### **Introduction to 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. We support 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](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. Our workflow methodology is called ‘TIME’ which stands for ‘Think’, ‘Innovate & Make’ and ‘Execute’ because we give our members ‘TIME’ so they can go faster in their digital transformation. Each of the three phases in our workflow methodology is program managed: Think is managed through the work of advisory boards, the events team, and the research and media team; Innovate & Make is managed by our long-established industry collaboration team; and ‘Execute’ is managed by our Training, Conformance, Certification and Leadership Awards teams.

#### **About TM Forum Events**

Events are a key channel through which the Forum drives member engagement and connects members to each other so that they can meet, network, collaborate, provide and receive practical guidance, and do business with one another. We currently run six events each year; four events create our global Digital Transformation event series; two ‘Action Week’ events are for members-only, where a lot of the collaborative ‘innovating and making’ takes place. Approximately 3,000 delegates and 150+ exhibitors attend Digital Transformation World in Nice, France in May; 1,200 people attend Digital Transformation Asia, in Kuala Lumpur, Malaysia, in November; and roughly 300 people attend Digital Transformation America, and Middle East, held in Dallas and Dubai respectively. About 200 people attend the Action Weeks, held in Dallas in September and Lisbon, Portugal, in February.

Collaboration is at the heart of TM Forum’s work and it generates an engaging, thoughtful and friendly atmosphere at TM Forum events.

#### **The Events Marketing Campaign Manager**

The Events Marketing Campaign Manager reports to the vice-president of marketing, with a dotted line to the vice-president of events, and works closely with the director of conference production. Teamwork, influencer and good communication skills are important to success.

The Events Marketing Campaign Manager is responsible for attracting 5,000 delegates to attend the Forum’s events with the responsibility for the delivery of \$1.5m+ in revenue across all events. This takes a lot of applied digital marketing skill and the right person will have a strong track record of paid delegate acquisition. The Manager will apply messaging and content to websites built with WordPress; emails built using Marketo; and content for various social tools including LinkedIn and adverts for retargeting; tele-sales staff need scripts and briefing. The Events Marketing Campaign Manager

appoints, and is supported by, third party agencies and colleagues to achieve many of these delegate acquisition goals. They need to be a decisive self-starter, a good writer, and an expert planner, that quickly gets to grips with the Forum's outbound digital marketing machine, the appropriate tone of voice, brand guidelines and approach to external communication. The right person will combine outbound communication skill with weekly internal reporting to multiple stakeholders of progress against delegate registration, delegate revenue targets, and budgetary management. TM Forum events experienced good growth in 2019 and there's expectation for more growth in 2020. They will work closely with the Events Marketing Manager to share the workload.

The Events Marketing Campaign Manager will work closely with VP, Events on the Sponsorship and Exhibition sales collateral for all events. This includes video, interactive pdfs, ppts and guides. It also takes close collaboration with the head of event production and the sales team. Each event is planned 9-12 months in advance, and the Manager needs to be experienced in producing high quality sales materials that comfortably meets deadlines and supports financial goals. The event sales team tracks sponsor and exhibitor progress in Salesforce, and the Events Marketing Campaign Manager needs to be familiar with working in this environment.

The ideal candidate has a good understanding of the telecommunications industry and key digital business and technology topic areas including customer experience management, 5G, virtualization, IoT/IoE, smart cities, and security & privacy.

#### Requirements:

- 10+ years of corporate paid events marketing experience with a college degree in event management, marketing or related field
- Demonstrable track record in driving the right quality and quantity of delegates to events, and scaling events within the financial constraints
- Deep understanding of integrated omni-channel delegate acquisition strategies and associated tools: web, email, social media, third-party barter, tele sales, digital advertising, direct mail, and local/grassroots marketing
- Experience in the telecommunications sector along with knowledge of key digital business and technology trends is a strong plus
- Knowledge and experience of marketing globally, as well as experience working in a multi-national company with internal teams spread across multiple locations around the world
- Technology proficiencies: WordPress (web microsites), Marketo, social media (LinkedIn, Facebook, Twitter, etc.), PURL campaigns, etc.
- Consummate team player who works adeptly cross-functionally, as well as being an effective and motivating team player
- Ability to travel globally three to four times a year and within Europe several times a year
- Exceptional grammar and writing skills
- Finance Management:
  - Ability to follow and adhere to purchasing policy. Working closely with Accounts Payable to ensure timely payment
  - Creation a marketing budget per event for approval.
  - Monitors budget spend and forecasts

#### Person Specification

The Events Marketing Campaign Manager combines essential attributes:

- Confident with coping with a pressured environment

- Excellent project management skills from tactical delivery to budget management
- Exceptional interpersonal skills, including managing demanding people and difficult situations
- Hyper organized and able to continually multi-task across several events at the same time with multiple competing deliverables
- Comfortable with data and regular reporting up to senior management level and required knowledge of tools including Marketo, Salesforce, WordPress etc.
- Experience of working in a B2B context in a global environment
- Comfortable working remotely most of the time
- Accountable for large revenue targets and working to tight deadlines

For immediate consideration, please email your resume with a one-page introductory letter to [recruit@tmforum.org](mailto:recruit@tmforum.org).

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