

Sales Enablement 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.

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.

Sales Enablement Campaign Manager

The Sales Enablement Campaign Manager works on six activities in parallel: sales enablement; new membership campaigns; member engagement; TM Forum local events; membership analysis and data.

1. Sales Enablement: The manager works closely with the Forum’s 15-person sales team to make sure each person understands:

- how to listen to the members requirements
- the Forum’s strategy and positioning
- the various value propositions
- how to pitch the Forum’s products and solutions
- how to use the member-engagement LIKE dashboard

They maintain and up-to-date library of sales tools and case studies. They develop new collateral to support sales people on an ongoing basis and can demonstrate good strong conceptual ability in a B2B technology context, strong PowerPoint and presentation skills and clear writing skills. They can coach existing and new members of the sales team on the collateral. They are the primary interface between the sales team and the marketing team.

2. New Membership Campaigns: Supported by colleagues, the manager is responsible for developing and executing multi-stage, content-led, digital marketing campaigns that generate qualified leads resulting in \$1m of new Forum memberships a year. Much of the target market strategy is already in place, however, experience of developing Account Based Marketing Campaigns is particularly welcome, as the Forum develops its Key Development Account programme. The person has a track record in developing automated content-based marketing campaigns including using video, animation, and infographics, and is a hands-on user of the following tools:

- Lucid chart
- Marketo

- Salesforce
- Bizible
- Linked-In and Twitter

They use the Forum's reporting tools to report on new membership campaign metrics on an ongoing basis, for example, on monthly commercial review calls. They proactively develop new campaign ideas, agreeing execution of these ideas with others as required. They help to produce case studies, videos, press releases and profiles of new members.

3. Member Engagement Campaigns: The Manager uses the Forum's Member Engagement Dashboard to monitor overall engagement, and, with their manager, sets achievable goals to increase engagement. They work with marketing colleagues and collaboration subject matter experts to build campaigns that deepen engagement with the Forum's activities. They develop ways to automate interaction with smaller-sized members including 'Corporate E' and Associate Partners.

4. New Member onboarding process: The Manager works with colleagues to streamline the new-member onboarding process. This activity fuels the Manager's understanding of what new Members need more clarity about, and what new sales collateral is needed to manage new member-expectations.

5. TM Forum Local events: The Manager works with existing members to hold TM Forum local events – relatively small (30-100 person) evening events in a variety of countries. We currently hold a handful of such events and expect to see this grow.

6. Membership Analysis and data

The Manager understands the data the Forum holds on its members, and from time to time provides analysis on the opportunity for membership growth and increased engagement. This growth can come in various ways including: deepening account management; geographic growth; or new industry topics.

The Sales Enablement Campaign Manager is an important part of the marketing team, reporting to the Vice President Marketing, with a dotted line to the Sales Director of Member Engagement & Services Sales. The Manager is used to working in a globally distributed, busy B2B technology organization, with multiple priorities. They can remain proactive, focused, and conscientious with a minimal amount of guidance, and become an essential part of the Sales and Marketing teams.

Job Specification

Must have

- A strong track record of developing B2B sales and marketing collateral, preferably for the global communications industry
- Experience in building successful multi-step automated marketing campaigns using Marketo
- Experience working alongside sales leadership colleagues
- Experience of working with product managers to develop 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
- Advanced 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

Person Specification

- 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
- 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

Location

TM Forum accepts applications from people with the right experience and qualifications from many different countries. The majority of people are employed in in Parsippany, New Jersey and in the London, UK region. A considerable number of staff work from home.

For immediate consideration, please email your resume with a one-page introductory letter to recruit@tmforum.org.

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