



Strategy. Accelerated.

Job Title: Marketing Manager, Asia-Pacific Region
Reports to: VP & MD, APAC

PRIMARY FUNCTION

The primary responsibilities of this position will be hands-on execution of Forum's marketing strategy from inception through execution and measurement in our primary Asia-Pacific markets. The role requires strategic and analytical thinking and to be 'forward-looking' to help recommend future marketing programs and investments. The Marketing Manager will bring the ability to communicate and collaborate with Forum's leadership and sales teams in the region to both execute global marketing strategies as well as develop new regionally-based marketing campaigns and communications based on feedback, metrics trends, new ideas and strategic insights.

MAJOR RESPONSIBILITIES

- Develop and execute regional marketing strategy and activities, with a priority on lead generation
- Contribute to annual global marketing strategy and budget development and work in consultation with leadership across Forum's Asia-Pacific Sales and Delivery teams
- Help to interpret Forum's research findings, thought leadership, frameworks and methodologies, and product offerings into compelling and concise marketing messages and value propositions that can be leveraged for local target audiences
- Create and manage email communications through our CRM system (Eloqua)
- Manage and develop our contact database
- Maintain all aspects of project management responsibility for specific external conferences in the Region and be involved in planning and co-facilitating Forum-hosted executive briefings, public seminars and webinars
- Contribute to the ongoing improvements of Forum's Website and related branded marketing materials to ensure that developments are done in proper consideration of our Asia-Pacific audiences
- Develop a network of regional media contacts to leverage for future public relations opportunities
- Provide analytical feedback and insights based on metrics, statistical campaign figures and long-term trends as well as anecdotal feedback
- Provide quarterly and annual analysis and marketing metrics
- Contribute to the expansion of Forum's social media efforts (Forum blog, external blogs, LinkedIn, Facebook, Twitter, YouTube, Slideshare, etc.)

QUALIFICATIONS

**Job Experience/
Environment:**

5+ years of strong B2B marketing experience with progressive responsibilities, exhibiting a strong understanding of B2B marketing best practices and strategies, ideally including brand marketing, effective lead nurturing techniques, Web-based and social media marketing.

Successful candidates will have experience building a marketing plan and campaigns, in addition to the proven ability to execute tactics and measure performance.

A passion for B2B marketing is required.

Education:

Bachelor's degree in a relevant field required.

Professional Skills:

Ability to interpret and communicate Forum's differentiations, intellectual property (IP)/research and product offerings effectively for several local markets. Familiarity with the Australian, Singapore, Hong Kong and broader Asia-Pacific markets. Familiarity and experience with one or several leading CRM or database management systems (ideally Eloqua- a detailed mastering of Eloqua within the first three (3) months will be critical to success). Must be able to work both collaboratively and independently and manage multiple projects in various levels of completion simultaneously. Ability to collaborate with others on the marketing team and across other functions and levels within Forum. A self-starter able to work independently as well as be part of a (globally distributed) team. Excellent communications skills-written and verbal/presentation. Strong project management and analytical skills; detail-oriented and highly organized; proactive.

This position requires the ability to travel internationally as necessary (up to 10%) to various Forum Asia-Pacific offices, external events, and possibly once annually to the United States and/or UK.

Qualified applicants can submit their resume/CV and letter of interest to careers@forum.com

Forum is an equal employment opportunity employer and we strive for competitive strength through a diverse workforce.