

ASSOCIATE MARKETING MANAGER

As Associate Marketing Manager for CONFIRMATION (now part of Thomson Reuters), you will be a key member of the global marketing team, directly contributing to the development and execution of strategies and programs driving brand awareness and product adoption in the Americas, Europe, and APAC. You will ensure that the marketing team is customer and value focused, brand touchpoints worldwide are engaging and consistent, marketing touchpoints are attributable, and best practices between geographies are developed and shared to increase the team's impact and scalability.

This position is ideal for a hands-on marketer seeking a wide range of professional experiences and a "full stack marketing" role. You're great for this role if you have a strong grasp of marketing fundamentals, the ability to context shift between different audiences and markets in which you'll be operating, outstanding project management and communications skills, and solid experience with agile marketing and scrum.

Responsibilities

- Work with marketing, product, and sales teams on programs promoting brand and increasing reach
- Implement campaign mix of email, events, partner, ABM, social, advertising, and other digital
- Manage program roadmap and project calendar to increase visibility of the team's work
- Manage global conference schedule; help with marketing plans, show plans, and event logistics
- Help manage project budgets; track program costs and manage invoice/expense process
- Work with marketing team to measure and report on marketing effectiveness
- Maintain social media channels and grow engagement across LinkedIn, Facebook, & Twitter
- Coordinate vendors and freelancers; take point on key relationships as needed
- Maintain company inventory of print, event, and promotion materials across global offices
- Additional responsibilities may include the following:
 - Create program to cultivate customer success stories that fuel content development
 - Run select campaigns based on company priorities and team bandwidth
 - Help launch new product offerings by assisting with branding, messaging, and tactics

Requirements

- BA/BS in business, communications, marketing, or other related field
- 2-4 years of experience working in marketing (ideally for B2B or FinTech)
- Positive, can-do attitude, and an ability to adapt to shifting needs of the business
- Professional demeanor and excellent written/verbal communication skills
- Highly organized, with a keen attention to detail
- Strong analytical skills and data-driven thinking
- Proficiency in Salesforce, Microsoft Office Suite, InDesign, Illustrator, and marketing automation
- Learning mindset with an appetite to expand your knowledge and experience
- Ability to travel domestically and/or internationally as needed



About CONFIRMATION (part of Thomson Reuters)

CONFIRMATION is the digital platform and global network trusted by audit firms, banks, law firms, and credit managers to quickly and securely verify financial data. Founded in 2000, we invented electronic confirmations and have reshaped and modernized the audit confirmation process. Today, CONFIRMATION helps nearly 1.5 million users across 170 countries confirm more than \$1 trillion in financial data every year. Our patented service minimizes fraud and brings efficiency to the confirmation process, plus our guaranteed in-network responses and global team of 200 people in 10 offices worldwide ensure a premium service for our clients. To learn more about please visit confirmation.com.

CONFIRMATION was acquired by Thomson Reuters in 2019 and is now part of a global company with more than 25,000 employees in more than 100 countries. To learn about careers at Thomson Reuters, please visit thomsonreuters.com/careers. More information about Thomson Reuters can be found on thomsonreuters.com.