



SENIOR MARKETING MANAGER – APAC

As a Senior Marketing Manager for CONFIRMATION, which is now part of Thomson Reuters, you will join CONFIRMATION’s Sydney-based team (as the first marketer in that office) to drive market awareness and revenue growth across APAC. If you are a creative, organized, entrepreneurial, senior-level marketing manager who thrives in a “full stack” marketing capacity, then we want to talk to you!

This role reports to CONFIRMATION’s CMO (based in the U.S.) and leads marketing efforts for the CONFIRMATION business within the APAC region. In this role, you’ll work closely with APAC sales teams, corporate marketing and product teams, and Thomson Reuters regional teams to develop and deploy marketing strategies, campaigns, programs, and events. This is a unique “thinking” and “doing” role that will give a creative, energetic, proactive marketer a wide range of responsibility and opportunity to impact a fast-growing and dynamic business.

Responsibilities

- Drive brand awareness and lead generation to achieve revenue goals for key countries in region.
- Lead and execute regional marketing strategy in partnership with regional sales, global marketing and product teams, and regional Thomson Reuters counterparts.
- Develop and execute data-driven integrated marketing campaigns that engage auditors and bankers in markets that are either emerging or growing for the CONFIRMATION business.
- Manage regional marketing budget in coordination with global marketing and finance.
- Identify and engage strategic partnerships and associations; manage partner marketing efforts.
- Identify and prioritize conference opportunities with regional sales team; lead related marketing efforts, vendors, and logistics in coordination with regional Thomson Reuters marketing teams.
- Apply a test-and-learn mindset to identify tactics with a clear ROI. Build experiments that lead to insights and then scale and invest in what works.
- Liaise with the regional Thomson Reuters marketing organization to coordinate marketing activities and execute global GTM plans for the region.
- Work with the marketing team and CONFIRMATION’s translation/localization vendor to ensure that language and content needs of the region are met.

Requirements

- BA/BS degree in business, marketing, or related course of study.
- 6-8+ years’ experience in a B2B marketing role. Additional points for technical and/or SaaS environments. More bonus points for experience working across multiple geographies.
- Demonstrable success in developing and deploying marketing campaigns, programs, and events.
- Strong project management skills; able to work cross-functionally with many stakeholders.
- Ability to work independently, and communicate effectively
- Strong written and oral communication skills; able to articulate and defend ideas and decisions.
- A proactive, “get it done” mindset, always looking for solutions and not shy about pursuing them. Able to bring ideas and recommendations to the table.
- Positive attitude, team-oriented, flexible, and analytical. Attention to detail is a must.
- Experience with Salesforce, WordPress, and marketing automation tools.
- Passion for working in an agile, fast-paced organization
- Fluency in Mandarin, Cantonese, Bahasa, or Japanese (the more languages, the better).
- Solid digital marketing and/or marketing operations experience.



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.