**Marketing Manager, Grocery**

Job ID: 712160 | Amazon.com Services, Inc.

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DESCRIPTION

We’re seeking an exceptionally talented multi-channel marketer to contribute to our merchandising strategy through innovative, multi-channel campaigns to drive customer adoption and engagement. A self-starter who is excited about getting in early and rolling up their sleeves will play a key role in this exciting initiative at Amazon. The ideal candidate is data-driven, using strong analytical skills to test, learn and iterate on marketing tactics, applying excellent business judgment to deliver results in a rapidly evolving environment.  
  
This Marketing Manager will work closely with internal and external partners to conceive and propose customer-facing strategies and concepts, and guide those projects to completion to hit customer, order, and revenue goals. This will include creating complex experiment frameworks, analyzing results, and structuring scalable campaigns across Amazon-owned channels. You will own campaigns end-to-end, analyze traffic data, and solving problems. This role is inherently cross-functional, working closely with external partners, central marketing teams, selection, catalog, design, operations, finance, product, and executive teams.  
  
Key responsibilities:  
· Develop, implement, and optimize campaigns end-to-end  
· Drive customer trial and engagement through multiple sources  
· Develop bottoms up forecasts to anticipate impact by channel  
· Manage and execute campaigns  
· Drive experiments to continuously improve efficacy and efficiency of marketing tactics  
· Engage demand response plans to deliver volume in line with forecasts  
· Own status and results communications on key business metrics  
· Manage customer targeting, including segment creation and weblabs  
· Develop data-driven customer insights that are actionable and impactful  
· Support in-depth business reviews and present results and pivots to key stakeholders  
· Earn trust at all levels through excellent communication and collaboration  
· Prioritize effectively in a quickly changing and ambiguous environment

BASIC QUALIFICATIONS

- Bachelor’s degree  
- 3+ years of marketing experience in a fast-moving, high-visibility business  
- 3+ years of experience using analytical tools (e.g., Excel, databases) to measure performance, determine improvements and innovations, and make adjustments accordingly  
- 3+ years of experience with content management systems and an ability to learn new systems quickly

PREFERRED QUALIFICATIONS

- Proven track record of creating customer-facing content that is on-brand, relevant, and tailored to targeted audiences  
- Strong analytical approach for evaluating attribution funnel metrics and campaign performance  
- Experience in customer segmentation  
- Experience influencing multiple stakeholders and leading cross-functional projects  
- Strong analytical and quantitative skills including the ability to marry customer research with performance metrics  
- High degree of organization and ability to manage multiple, competing priorities simultaneously  
- High attention to detail  
- Excellent writing and copy editing skills  
- SQL / advanced Excel  
- HTML/ XML