

United States Jobs Expertini®

Sr. Product Marketing Manager

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Company: Amazon Web Services, Inc.

Location: Seattle

Category: other-general

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

Product Marketing is responsible for developing crisp, highly differentiated, and compelling positioning and messaging for AWS and its services. We tell AWS's most important and interesting stories to educate customers about what is possible when you build on AWS.

As a product marketing lead for Pan-Industry, you'll be the single-threaded owner within PMM for messaging, strategy, and programs, responsible for driving perception that AWS is the leading cloud provider across industries. As the Sr. PMM, you'll develop unified 'pan-industry' messaging and comprehensive narrative up-leveled from prioritized verticals (e.g., Automotive, Advertising, Energy, Financial Services, Games, Health, Industrial, Media, Telecommunications, Retail) to be deployed across our highest visibility marketing channels, including executive keynotes, press, and analyst presentations.

You'll also develop pan-Industry strategy and programs to amplify industry investments and leadership across AWS Marketing channels (e.g., 1P and 3P events, AWS Website, Analyst engagements, field enablement) and own mechanisms that drive alignment with our most important stakeholders, including other groups within PMM (e.g., Category PMM, Strategic Comms/Top-Line Messaging), AWS Industry Marketing, Partner Marketing, Global

Events, Global Campaigns, AWS Strategic Industries (AWSI), and Service Leadership (e.g., DeSantis, Kumar, Prasad orgs).

The ideal candidate has a passion for technology services and how they can be used to create business outcomes in the different verticals, the ability to transform complex technical concepts into easy-to-understand messaging and materials, and experience building and improving scalable mechanisms for managing work. A proven track record of excelling in a data-driven product marketing organization and industry subject-matter expertise are must-haves.

This role is preferred to sit in Seattle, WA, but may also sit in Boston, MA, Santa Clara, CA or San Francisco, CA USA. Relocation offered to these locations only from within the US only.

Key job responsibilities

Develop and own top-line messaging for AWS about our industry products and strategy

Manage a portfolio of top industry customer references and use cases that highlight our purpose-built industry services and solutions

Develop pan-industry messaging for leading cloud analyst presentations and engagements (e.g., Gartner SCPS), working in partnership with Strategic Communication and Analyst relations

Content Development

Drive field awareness of industry messaging through internal enablement and training channels (e.g., Highspot)

Develop pan-industry strategy and planning documents (e.g., OP1, OP2, Budgeting)

Own monthly reporting and mechanisms that drive alignment with cross-functional stakeholders, AWS Industry Marketing, Partner Marketing, Executive Leadership, Events, Global Campaigns

A day in the life

Sales, Marketing and Global Services (SMGS)

AWS Sales, Marketing, and Global Services (SMGS) is responsible for driving revenue,

adoption, and growth from the largest and fastest growing small- and mid-market accounts to enterprise-level customers including public sector. The AWS Global Support team interacts with leading companies and believes that world-class support is critical to customer success. AWS Support also partners with a global list of customers that are building mission-critical applications on top of AWS services.

About the team

About AWS

Diverse Experiences

AWS values diverse experiences. Even if you do not meet all of the qualifications and skills listed in the job description, we encourage candidates to apply. If your career is just starting, hasn't followed a traditional path, or includes alternative experiences, don't let it stop you from applying.

Why AWS?

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform. We pioneered cloud computing and never stopped innovating — that's why customers from the most successful startups to Global 500 companies trust our robust suite of products and services to power their businesses.

Inclusive Team Culture

Here at AWS, it's in our nature to learn and be curious. Our employee-led affinity groups foster a culture of inclusion that empower us to be proud of our differences. Ongoing events and learning experiences, including our Conversations on Race and Ethnicity (CORE) and AmazeCon (gender diversity) conferences, inspire us to never stop embracing our uniqueness.

Mentorship & Career Growth

We're continuously raising our performance bar as we strive to become Earth's Best Employer. That's why you'll find endless knowledge-sharing, mentorship and other career-advancing resources here to help you develop into a better-rounded professional.

Work/Life Balance

We value work-life harmony. Achieving success at work should never come at the expense of sacrifices at home, which is why we strive for flexibility as part of our working culture.

When we feel supported in the workplace and at home, there's nothing we can't achieve in the cloud.

We are open to hiring candidates to work out of one of the following locations:

Boston, MA, USA | San Francisco, CA, USA | Santa Clara, CA, USA | Seattle, WA, USA

BASIC QUALIFICATIONS

- 6+ years of professional non-internship marketing experience
- Experience using data and metrics to drive improvements
- Experience with Excel or Tableau (data manipulation, macros, charts and pivot tables)
- Experience building, executing and scaling cross-functional marketing programs
- Experience leading go-to-market for consumer software or hardware product launches

PREFERRED QUALIFICATIONS

- Experience using any of SQL or other analytical tools for conducting data analysis
- Experience with customer segmentation, profiling, and targeting

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