



TOMY INTERNATIONAL, Inc.

Job Title: Amazon Ads & Promotions Lead
Reporting to: Senior Director Digital Commerce
Department: Toys, Oak Brook
Takara Tomy Contact: N/A

Position Summary:

The Amazon Ads & Promotions Lead will take ownership of Amazon Advertising planning & execution (sponsored ads/DSP), and promotion planning (coupons/deals). This role will develop & execute media and promotional plans that align to our brand and category growth goals, managing spend across our portfolios of products. Will use data and insights to drive performance. Is a growth engine – both strategic & hands-on to build the plan and execute with precision.

Education: Bachelor's degree in Marketing, Business, or a related field.

Experience: 2-4+ years managing Amazon Ads (SP, SB, DSP), ideally for a 1P vendor or large brand. Amazon Advertising Certifications a plus. Hands-on experience with Amazon Marketing Cloud (AMC)

Primary Responsibilities:

- Develop and execute Amazon advertising and promotion plans across Toy and Baby categories
- Manage the Amazon Ads budget, ensuring efficient allocation across brands, categories and campaigns; develop budget scenarios and forecasts
- Build and manage sponsored ads campaigns (SP, SB, SD) and DSP strategy (either directly or via an agency)
- Drive performance optimization of campaigns (ROAS, CTR, CVR, CPA) and own category sales contribution from paid media
- Act as the internal expert on Amazon Marketing Cloud (AMC), leveraging queries for advanced audiences and insights
- Monitor share-of-voice and keyword rankings across core terms and categories
- Partner with Brand Managers, MarCom, and Content for full-funnel, integrated strategy
- Conduct monthly, quarterly, and post-event analysis and reviews (what worked, what didn't); maintain KPI & flash dashboards
- Collaborate with Amazon sales lead on co-op programs and Forecasting & Analytics manager on insights, event attribution and forecast modeling
- Manage partnerships with Amazon Ads team and agencies

Skills Required:

- Proven experience planning and executing across seasonal events
- Comfortable managing budgets and delivering results
- Strong communication and analytical skills, and ability to tell stories with data
- Experience working collaboratively across internal teams and with external agencies
- Advanced Excel skills and experience with ad tools (Pacvue, Skai, Helium10, etc) and Amazon Marketing Cloud (AMC)

Success Metrics:

- ROAS and TaCOS improvement of 10-15%
- CTRs at or above category averages
- Spend vs Budget within plan
- % of media & promo plans built 30+ days in advance
- Sales influenced by paid media and promo events
- Number of new AMC segments tested / actionable insights driven quarterly

If you are driven to use your Amazon Ads expertise to drive full-funnel performance as part of a results-driven and collaborative team, we encourage you to apply for this exciting opportunity to shape our Amazon business strategy and contribute to our company's growth.