

PADI SCUBA DIVING MARKETING INTERNSHIP



NO SCUBA DIVING EXPERIENCE NEEDED!

[PADI](#) (Professional Association of Diving Instructors) is running a nationwide college internship program to promote scuba diving and the adventurous lifestyle divers live.

An internship with [PADI](#), the world leader in diver training education, offers an exciting way to apply your marketing skills to gain business experience in a fun, unique atmosphere. [PADI's](#) program gives undergraduates a real look into the workings of an industry leader and a chance to learn from the best and the brightest in the industry.

If chosen, you'll have the autonomy to create your own marketing campaigns and test them in your local university market. You'll also be supported and guided with all the resources you need to be successful. Plus, you'll have the opportunity to share with your fellow college students a potentially life changing experience.

The know-how you gain with [PADI's](#) internship will build transferable skills you can use no matter which direction you take your marketing career. If you're an intelligent, driven undergraduate, with a passion for marketing, this is your chance to put your education and talent to work. If this sounds like the kind of hands on internship you've been looking for, apply today.

RESPONSIBILITIES

- Create strategic marketing plans to attract college students to try scuba diving and become [PADI](#) Open Water Diver certified.
- Implement marketing plans and track event participation and conversion.
- Communicate and organize on-campus events to promote scuba diving experiences. Raise awareness and word-of-mouth about [PADI](#) and the sport of diving.
- Utilize marketing materials and resources provided by [PADI](#) as well as create and recommend new materials to be used.

- Work in tandem with local [PADI](#) Dive Center or Resort to refer students for training and equipment needs.
- Be an ambassador for [PADI](#), the sport of diving and marine conservation.

SPECIAL BENEFITS

- PADI Open Water Diver certification for non-certified interns
- Opportunities for discounts on certifications all the way to PADI professional levels
- Resume gold



INTERNSHIP PROGRAM CRITERIA:

<<Open to **undergraduates only** >>

- All internships are **unpaid** and students must receive **academic credit**
- Must be currently **enrolled** in a Marketing or Business related program
- Must be able to commit to a **minimum of 15-20 hours per week**
- Must be able to commit to a **minimum of 1 semester/quarter**

TO APPLY

To be considered for [PADI's](#) internship program, you must meet the above stated criteria. Send a copy of your resume and cover letter to Ashley.Atkin@padi.com.

For any further information or questions, please contact us at Ashley.Atkin@padi.com.

