

PADI EMEA Ltd.
Job Description

Job Title: Marketing Executive – Acquisition
Department: Marketing
Reports to: Senior Marketing Manager
Location: Bristol

JOB PURPOSE / SUMMARY

Reporting to the Senior Marketing Manager, PADI EMEA, the Marketing Executive – Acquisition is responsible for developing, creating and implementing marketing strategies for assigned product lines, programs and services; includes development and implementation of all B2C acquisition marketing activity, evaluating effectiveness of the current activity, recommending changes to improve ROI, tracking competition, customer trends and market conditions and adjusting marketing plans accordingly.

DUTIES AND RESPONSIBILITIES include the following:

- Take ownership, from design to execution, of consumer focused acquisition strategy and tactics across channels including paid search, paid social, display and print advertising
- Research, test and scale new customer acquisition channels, techniques and technologies.
- Increase ROI by designing, deploying and analyzing split tests across campaign structures, targeting, creativities and landing pages
- Track, measure, and analyse the consumer journey, reporting on ROI and make recommendations for conversion improvements
- Develop and manage targeted, synergistic partnerships, working closely with the Social, PR and Email team to develop integrated campaign activity
- Developing innovative and creative content for publication across all channels in a targeted and relevant way
- Communicate and work collaboratively with other PADI Regional HQs as required, including some out of hours meetings
- Keep abreast of the newest trends and innovations with a strong understanding of current and future online marketing concepts, strategies and technologies

Our ideal candidate will have the following experience, demonstrated skills, and education to qualify for the role:

QUALIFICATIONS, SKILLS + EXPERIENCE

- Degree level qualification or equivalent in Marketing or Communications
- 2+ years experience in consumer marketing, particularly acquisition (Essential)
- 2+ years experience with conversion optimization, analyzing data and consumer experience (Essential)
- Experience handling marketing budgets and forecasting/reporting results (Desirable)
- Experience of working internationally or in a global role (Desirable)
- Innovative thinker able to operate both in a strategic capacity but also maintain focus on minute details.

- Knowledge of the PADI system, products and market (Desirable)
- Excellent interpersonal and communication skills (both written and oral) with the ability to communicate at all levels (Essential)
- Self-starter able to work with minimum supervision; problem solver
- Excellent IT skills including Microsoft Office (Word, Excel & PowerPoint)
- Excellent organizational skills to work independently and manage projects with many moving parts.
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.

SPECIAL REQUIREMENTS

- Eligibility to work in UK (Essential)

LANGUAGE SKILLS

- Fluent English (Essential)
- Any other languages an advantage

If this job sounds interesting to you and you meet the requirements described above we'd like to get to know you! Please send applications to Jessica.armishaw@padi.com by 31 July 2018.