

**PADI EMEA Ltd.**  
**Job Description**

---

<b>Job Title:</b>	<b>Marketing Consultant – Email Communications</b>
<b>Department:</b>	Marketing
<b>Reports to:</b>	Manager, Communications and Translations
<b>Location:</b>	Bristol Office
<b>Date Last Reviewed/Revised:</b>	November 2018

---

**JOB PURPOSE / SUMMARY**

This role provides coordination and support of PADI EMEA email communications including all associated content and translations. This role includes the co-ordination, building and scheduling of emails, in EMEA languages, consistent with the organization's brand and corporate initiatives. It also involves posting associated email content to PADI's various Social channels and updating of these channels as required. An intrinsic part of the role will include supporting the ongoing analysis and reporting of email performances. Translation co-ordination will be carried out as part of this role. This role works in conjunction with PADI EMEA Regional Managers and other departments to reach PADI EMEA MarCom goals, as well as those of our Worldwide office.

***Supports the four corporate primary objectives: safe and responsible diver acquisition and retention; quality member acquisition and retention; financial prosperity; global operational alignment.***

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned

**Email Communications Duties and Responsibilities include the following:**

- Develops and populates standardised email templates using responsive design to ensure usability on desktops, tablets and mobile devices
- Develops database queries in email marketing software and makes market segmentation recommendations for testing and to improve performance based upon email reporting analysis
- Develops efficiency of email marketing by providing support with automation, A/B testing and dynamic content
- Analyses performance of email campaigns and makes recommendations to improve deliverability, open rates, click-through rates, lead generation and conversions
- Monitors list integrity and performance within email marketing software to ensure high deliverability rate and positive online brand reputation
- Collaborates with appropriate department to ensure email communications efforts are consistent with individual product, program or service marketing plans
- Stays informed and current on email marketing, marketing automation and behavioural marketing technology trends and best practices
- Is knowledgeable of, and compliant with, email data protection laws
- Provides copy edit support for email and e-newsletter content, applying email marketing best practices relating to content
- Uploads or updates associated online content to various channels as required
- Ensures all work follows PADI Style Guide and editorial policies and standards
- Completes special projects and other duties as assigned

**Translations Duties and Responsibilities include the following:**

- Co-ordinates timely, accurate and the smooth translation process of PADI EMEA Communications translation requirements and Product translation projects, as required

## KEY PERFORMANCE INDICATORS

- Successful fulfilment of email communications builds, segmentations, schedules and sends
- Email Marketing Metrics including; deliverability rates, open rate, click through rates etc.

## PERFORMANCE OBJECTIVES

Will be set individually on a yearly basis but will include:

- Establishes a professional and productive relationship with Regional Managers, key players in other departments as well as stakeholders within the market
- Delivers excellent standards of service, positive attitude, dedication and enthusiasm.
- Methodology, deadlines, quality of work, adhering to procedures and providing excellent service
- Delivers excellent standards of service, positive attitude, dedication and enthusiasm
- Communicates clearly and effectively with other departments and international partners
- Fosters trust and respect from team members
- Champions, leads by example and ensures compliance with company policies and legislation
- Acts responsibly and in harmony with company objectives and philosophies at all times

## PERSON SPECIFICATION

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## QUALIFICATIONS, EDUCATION and/or EXPERIENCE

- Bachelor`s degree or equivalent experience, e-Communications (Essential)
- Proven experience in a similar email communications role (Essential)
- Past experience with email marketing, lead nurturing, marketing automation, and web analytics (Essential)
- Experience forecasting/reporting results (Highly desirable)
- Knowledge of the PADI brand (Highly desirable)
- PADI Professional (Desirable)
- Experience of working internationally (Desirable)

## WORK BASED COMPETENCIES

- High level knowledge of, and proven abilities in, on-line/digital Communications including HTML coding
- Highly organized, analytical with exceptional attention to detail
- Ability to report on, and analyse, email metrics
- Business report writing and presentation skills
- Ability to communicate and manage relationships with a wide range of people
- Exceptional editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content
- Understands and can deliver exceptional customer service
- Excellent interpersonal and communication skills (written and oral) with ability to communicate at all levels
- Knowledge of the PADI system, products and market
- Excellent IT skills including Microsoft Office (Word, Excel & PowerPoint)
- Working knowledge of basic copyright and privacy laws
- Sound strategic instincts – quantitative and conceptual reasoning ability
- A passion and strong understanding of the industry and our business' mission
- 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

***Demonstrates professional behavior that supports team effort and enhances team behavior, performance and productivity***

## **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram or schedule form. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

## **PERSONAL ATTRIBUTES**

- Creative self-starter able to work with minimum supervision; problem solver
- Dedication to customer service and satisfaction
- Possess passion, creativity and enthusiasm for assignments
- Proactive, take-charge attitude
- Strong communication skills
- Approachable and diplomatic
- Politically astute
- Able to foster respect of team
- Interact well with co-workers
- Ability to work under pressure

## **SPECIAL REQUIREMENTS**

- Eligibility to live and work in UK (Essential)
- Advanced computer skills including Microsoft office software, all PC and mobile device wireless communications technology, highly level of HTML coding skills and knowledge of Content Management Systems (Essential)

## **LANGUAGE SKILLS**

- Fluent oral and written English (Essential)
- Any additional languages an advantage

## **APPLICATION PROCESS**

To apply for this role please send your CV and a Cover Letter to [recruitment.emea@padi.com](mailto:recruitment.emea@padi.com) by 23<sup>rd</sup> November 2018