



## **PPC MARKETING EXECUTIVE—PADI TRAVEL**

PADI Travel is searching for a full-time PPC MARKETING EXECUTIVE at our EMEA Regional Headquarters located in Bristol, UK. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

*PADI Travel is the Booking.com of Scuba Diving*

PADI Travel's mission is to inspire divers to explore more of the underwater world and take care of our oceans. We enable divers to easily and conveniently research, compare and book dive vacations anywhere in the world. Catering to groups and individual travelers alike, PADI Travel combines the best of online booking with concierge-level travel consultancy.

At PADI Travel, we also care deeply about sustainability. Our Eco Travel trips offer divers the opportunity to enjoy life-changing dive vacations, which have a real impact on the conservation of our oceans.

PADI Travel was founded 5 years ago as Diviac, an independent startup based in Switzerland, but is now part of PADI (Professional Association of Diving Instructors®), the world's largest recreational diver training organization with nearly 6,500 dive centers and resorts and more than 135,000 professional members worldwide. PADI is headquartered in California and has regional hubs across the world.

Explore [travel.padi.com](http://travel.padi.com) to discover all that PADI Travel offers to the dive community.

We're looking for an acquisition marketer to join our performance marketing team and help run integrated campaigns across paid search, paid social and display (including programmatic buying).

As a PPC executive, you bring solid hands-on experience in managing and optimising large and international Google Ads accounts. And you know your way around other online advertising platforms. You are a strong analytical thinker and an effective problem solver who's comfortable taking initiative and who thrives in a fast-paced and growing environment.

This is a great opportunity to be part of a world-class team and make a meaningful impact on the future of the business as a whole.

### **WHAT YOU WILL BE DOING:**

- Create, manage and optimise campaigns across Google Ads (Search and Display), Bing Ads, Facebook and Google Marketing Platform.
- Increase ROI by designing, deploying and analysing A/B split tests across campaign structures, targeting, creatives and landing pages.
- Increase reach, quality scores and ROI by performing keyword research, search query reviews and competitor analysis.
- Track and optimise budgets and cost estimations.
- Create and present weekly, monthly and quarterly reports and analysis.
- Keep abreast of the newest trends and innovations in the travel industry with a strong understanding of current and future online marketing concepts, strategies and technologies.

## **QUALIFICATIONS FOR SUCCESS:**

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

### **Minimum qualifications**

- 1+ year hands-on experience with Google Ads (Search).
- Deep understanding of online media buying platforms and processes.
- Comfortable using Google Analytics and Google Tag Manager.
- Technically-savvy and capable of becoming a power user of new online tools within a few days.
- Independent and self-motivated, you don't require constant feedback and you have a secret love for perfection and attention to details.
- Flawless written and spoken English communication skills and fluent in one the following languages: Spanish, German, French or Italian.

In addition to these qualifications, the following attributes would be desired:

- Experience in the travel, hospitality or ecommerce industry.
- Flourish in fast-paced, always-on startup environments.
- Certified scuba diver, ideally a divemaster or dive instructor.

If this job sounds interesting to you and you meet these requirements described above we'd like to get to know you! Please go to <https://padi.breezy.hr/p/77f98b8166cd01-ppc-marketing-executive> to submit your CV and express your interest in the role.