



VICE PRESIDENT, CONSUMER MARKETING

PADI, the global leader in Scuba Diver Training, is seeking a dynamic leader for the key contributor role of **Vice President Consumer Marketing** at our Global Headquarters in Rancho Santa Margarita, California. 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!

Reporting to the CMO, the **Vice President, Consumer Marketing** is an experienced Marketing Executive, seasoned in the craft of customer acquisition and retention, consumer journeys, customer experience, digital marketing strategies, brand and lifestyle marketing. They are a data-driven professional who thrives on driving quantifiable growth for an organization through conversion marketing. They are an executive who can partner with Product and Tech to add voice of customer to the product roadmap, design and UI/UX. They are a dynamic leader who can inspire a global team's success, construct extraordinary experiences, be creative, take risks, and drive global brand and marketing strategies to an end user with proven results.

This role is responsible for owning the acquisition of new participants into scuba diving and extending their customer lifetime value to the organization. This position will lead the B2C marketing strategy across a global footprint, working with team members based in CA and other PADI Regional Headquarters in Bristol, England, Sydney, Australia, Tokyo, Japan, and Beijing, China. They will bring modern marketing technology and tools to the organization. S/he will have a track record of building high-volume, data-driven marketing strategies and will bring expertise in the systems and infrastructure needed to automate and scale marketing-led growth. The Vice President of Consumer Marketing will be a passionate storyteller who understands the numbers behind the decisions that s/he makes and the conversion funnel, with an appetite for continued personal growth and development within the organization.

The responsibilities of the position include:

- Lead overall strategy for PADI's B2C marketing approach worldwide, owning the customer journey, customer experience, analytics tracking and campaign management
- Create vision for, own, and drive, global brand and marketing strategies that effectively build awareness, trigger conversion and drive revenue growth for the organization
- Develop integrated digital marketing strategy to establish PADI as the scuba diving destination for prospective and current customers, PADI is The Way the World Learns to Dive
- Oversee the customer acquisition and demand generation strategies that increase entry-level scuba divers for PADI
- Oversee the customer retention and customer lifetime value strategies that increase continuing education and professional level scuba diving certifications for PADI
- Own and optimize the customer journey, working with marketing channels, product and technology teams to build and test marketing campaigns across all channels, landing pages and content funnels

- Partner with the Product and Tech team to add voice of the customer (user intent, motivations, pain points) to the product roadmap, design and UI/UX (in addition to campaigns and communications)
- Represent a stakeholder in other parts of the customer experience: content experiences and customer support
- Integrate marketing messaging from other PADI business units such as: PADI Travel, My PADI Club, and PADI Gear into overall customer journey to drive revenue growth in each category
- Oversee the representation of PADI's Brand and Mission to ensure PADI as a *Force For Good* is positively and prolifically promoted in endemic and non-endemic media
- Drive effective tracking and test plans on all PADI marketing initiatives and institute a funnel management system to measure results on key performance indicators (KPI's)
- Work with Marketing Analytics Manager to analyze performance metrics and continually strive to improve the digital marketing experience for the customer
- Establish annual targets and KPI's for all direct reports, evaluate results on a continuing basis, establish individual accountability for team members success through the year, providing open and honest feedback and coaching
- Prepare regular reports for PADI Executive Team and Board of Directors clearly demonstrating efficacy of marketing channels and initiatives
- Select and manage agency/consulting partner(s) as needed on a per project basis, including running RFP process when necessary

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

- 10+ years in a leadership position overseeing cross-functional work teams
- Three+ years in executive-level position and high competency in presenting in front of teams, Executive leadership and Boards
- Bachelor's Degree in Marketing, Communications, or related field. Master's Degree a plus
- Proven success in overseeing the marketing strategy for Direct-to-Consumer marketing for a global brand, owning the customer journey, customer experience, analytics tracking and campaign management
- Dynamic and creative leader who inspires success, invests deeply in team, creates extraordinary experiences, and is willing to take risks
- Deeply understands eCommerce, customer behavior, and voice of customer, with ability to transfer qualitative and quantitative learnings and customer knowledge into improved products, journeys, marketing campaigns and activations
- Proven ability to build a world-class marketing organization that is driven to create exceptional brand experiences that drive strong business results

- Capable of crafting a clear vision for the future and the steps necessary to execute against that vision
- Proven experience in project and department management, including responsibility for developing marketing plans, market forecasts, and budget management
- Inspiring communicator and influencer
- Ability to balance high-level strategic thinking with a willingness to be scrappy and get his/her hands dirty
- Enjoys working in a casual and energetic work environment and applying strong work ethic
- Functions in the intersection of highly creative and organized process
- Grace under pressure and a comfort with ambiguity
- Has had experience working in target companies/industries that provide most relevant experience such as: design focused agencies (Frog, Ideo, r/ga), great consumer experience brands (Virgin, Amazon, Pepsi, AMEX), digital natives (VOX, AirBnB, WeWork), action sports industry (Patagonia, OluKai, Red Bull, VF, Go Pro)
- Appetite for personal growth and development within the organization

Founded in 1966, PADI has grown consistently through our 53 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be “The Way the World Learns to Dive”. PADI has certified over 27 million divers during our history, an achievement no other scuba diving agency can claim.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and an extensive benefits plan.

PADI is an Equal Opportunity Employer. In addition to a 9/80 work week which provides all participating employees with every other Friday off; the company also offers robust benefit plans at little cost the employee, and a wellness program with rewards for participating employees. Among the highlights at our Orange County headquarters are multiple break rooms, including a large one with a pool table, a ping-pong table, vending machines and books for leisure reading. Recreational amenities include an on-site gym, half basketball court, an on-site swimming pool and shower-equipped locker rooms. Our employees also benefit from generous time off and a 401(k) with match.

If this job sounds interesting to you and you meet these requirements described above we'd like to get to know you! Please submit your resume & salary requirements via email to jobs@padi.com To learn more about our company visit us at www.padi.com.

PADI is The Way the World Learns to Dive.

<https://www.youtube.com/watch?v=w8-KIkOUWME>

Applicants must possess the permanent right to work in the United States. Only direct hire candidates will be considered.