

PADI EMEA
Job Description

Job Title: **Manager, Marketing**
Department: **Marketing**
Reports to: **Vice President Sales, Training & Field Services (PADI EMEA) & Director, Marketing and Global Brand Development (PWW)**
Location: **Bristol**

Date Last Reviewed and or Revised:
June 2019

SUMMARY

A goal oriented, highly organised, charismatic leader who empowers marketing staff by encouraging creativity, metrics-driven results and a positive work environment. Plans, directs and evaluates the marketing initiatives of PADI EMEA's products and/or services. Enthusiastically directs a dynamic marketing team and ensures successful execution of marketing plans to foster PADI's growth in its areas of key performance.

Supports the four corporate primary objectives: safe and responsible diver acquisition and retention; quality member acquisition and retention; financial prosperity; and global operational alignment, by controlling the marketing strategies to achieve market share and profitability goals for PADI products and services.

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

Goal Oriented:

- Collaborate with peers on PADI EMEA leadership team under the Vice President, PADI EMEA, and ensure directed strategic planning is implemented in a timely fashion through execution of daily duties and responsibilities.
- Apply and implement global marketing initiatives established by the Director, Marketing and Global Brand Development, across the PADI EMEA region, to ensure profit, growth and expansion of company products and/or services on time and to specification.
- Create and implement regionally relevant marketing campaigns that align with the global vision and direction.
- With the coordination of the Global Director, PADI Communications and Public Relations, ensure all marketing plans and corporate initiatives appropriately leverage all communication vehicles.
- Ensure PADI EMEA's annual benchmark goals are met or exceeded in every key performance indicator in which they are prescribed.
- Manage and coordinate PADI Member campaigns and communications, sales promotions, advertising, employee communications, public relations and trade shows, ensuring that campaign and communications programs are consistent with relevant policies and guidelines.
- Understand and support the PADI EMEA strategic planning process.
- Generate business development ideas and program concepts.
- Coordinate market research and intelligence data.
- Develop a familiarity and fluency with data produced by market research as a basis for decision making.
- Formulate and recommend appropriate and well-defined marketing and business development policies and strategies from market intelligence and research projections.
- Coordinate advertising efforts, both internally and externally, including copy, art and media placement.
- Interface with PADI Members, the Media, Consultants, Business Analysts, and other influencers of public opinion to convey the company's message.
- Coordinate special events such as trade shows, PADI Member events, V.I.P. visits etc. to achieve maximum impact.
- Prepare promotional material for other Executives as necessary.
- Produce internal employee communications on a regular basis such as a company newsletter and information bulletins.
- Harmonise international marketing efforts by effective collaboration with marketing peers in Regional HQ's.
- Effectively collaborate with other departments and executives within the organization including RegionalHQ's.
- Effectively promote and grow the PADI brand.

Planning and Control:

- Prepare, update and control marketing budgets, regularly reporting on performance against target and providing variance analyses and revised projections.
- Research, analyse, and monitor financial, technological and demographic factors so that market opportunities may be capitalised upon and the effects of competitive activity may be minimised.
- Plan and oversee PADI EMEA's advertising and promotion activities including print, digital, out-of-home, and direct mail.
- Ensure effective control of marketing results and ensure objectives are within designated budgets.
- Oversee the planning, organisation and execution of all consumer and trade shows throughout the year to support the organisation's goals.
- Evaluate market reactions to advertising programs, marketing initiatives, and product packaging and formulation to ensure timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.

Administration:

- Prepare quarterly marketing metric reports.
- Prepare monthly social media report.
- Actively participate in the annual International Marketing summit.
- Create and coordinate the design, implementation, execution and maintenance of marketing programs and strategies designed to attract new divers and keep divers active.
- Manage the PADI EMEA Marketing budget, and elements of the mail services budget and translation budget, including providing regular variance reports upon request.
- Assist in conducting marketing surveys to collect and analyse primary data on current and new product concepts and general customer trends.
- Promote the PADI Brand by participating in, and assisting with the organisation of photo shoots.
- Oversee PADI EMEA B2C Social Media strategy.
- Oversee PADI AmbassaDiver Program within the EMEA region.

Supervisory responsibilities

- Foster a working environment that encourages employees to contribute ideas towards the improvement of overall businesses tactics and strategies and drives performance.
- Proactively work towards maintaining and improving departmental- and inter-departmental relations in support of a customer oriented focus.
- Perform supervisory responsibilities in accordance with the organisation's strategies, policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Motivate and provide recognition to the team as needed.
- Ensure that health and safety policies and procedures are effectively implemented within areas under your control and ensure the health, safety and welfare of employees.

PERFORMANCE OBJECTIVES

- Role model behavior.
 - Leads others to deliver excellent standards of service, by demonstrating a 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.

- Team performance.
 - Motivates team to meet team goals, deadlines, and deliver a high quality of work.
 - Ensures that team is adhering to procedures and providing excellent service.
 - Staff development needs are identified and being met.

- Profitability.
 - The percentage of net income before taxes to total revenue for the Company meets or exceeds budgeted amounts.
 - Meets annual budget targets and ensures department remains within annual budget restraints

- Growth.
 - The percentage increase in total revenue over the prior year meets or exceeds budgeted forecast.
 - The percentage increase in total Dive Centre/Resort members over the prior year meets or exceeds budgeted forecast.
 - The percentage increase in Instructor, Divemaster and AI registrations over the prior year meets or exceeds budgeted forecast.
 - The percentage increase in diver level and con-ed level certifications over the prior year are as prescribed

QUALIFICATIONS

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 health-related support needs to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Degree in Marketing or Communications preferred.
- M.B.A. in related field (Desirable)
- Minimum four years' experience in a management position in public relations and/or marketing with direct responsibility for advertising, promotions, and communications.
- Minimum five years management experience with supervisory responsibilities. (Essential)
- Extensive experience in Marketing with proved track record (Essential)
- Experience of working internationally (Desirable)

LANGUAGE SKILLS

Ability to read, analyse, and interpret general business periodicals, professional journals, technical procedures, or government regulations, journals, and financial reports. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Fluent in English (Essential)

Bilingual efficiency in an additional language (Desirable)

WORK BASED COMPETENCIES

- Professional marketing and business skills (Essential)
- Knowledge of the PADI system, products and market (Desirable)
- Ability to interpret and maximise the use of sophisticated market research data (Essential)
- Excellent organisational and prioritising skills (Essential)
- Understands and can deliver exceptional customer service (Essential)
- Strong leadership and coaching skills (Essential)
- Business report writing and presentation skills (Essential)

- Excellent interpersonal and communication skills (both written and oral) with the ability to communicate at all levels (Essential)
- Problem solving skills (Essential)
- Strong IT skills including good working knowledge of Microsoft Office suite.

BEHAVIOURAL COMPETENCIES

Ability and Willingness To:

- Travel internationally as required
- Represent the organisation to all levels of the community
- Serve the goals and direction of PADI EMEA
- Motivate and Lead
- Deliver difficult messages and handle sensitive issues
- Be customer orientated
- Be proactive and self-motivated
- Meet deadlines
- Work independently
- Follow directions from Manager
- Adapt to change
- Work in fast paced environment
- Work with individuals from a variety of cultural backgrounds
- Curate or develop a strong understanding of the dive industry.
- Demonstrate professional behavior that supports team effort and enhances team behavior, performance and productivity

PERSONAL ATTRIBUTES

- Creativity
- 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 work in the United Kingdom (Essential)