



EMAIL SPECIALIST—PADI CLUB

PADI, the global leader in Scuba Diver Training, is searching for a full-time **EMAIL SPECIALIST—PADI CLUB** at our corporate 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!

PADI Club is part of the PADI Family of Brands designed to support the diver lifestyle, motivate existing PADI divers to dive more often and to attract new ocean ambassadors to the sports of scuba diving and free diving.

Focusing on the PADI diving consumer, PADI Club is a membership and multi-media organization which interfaces with members, internal PADI departments as well as external support vendor organizations. The Email Specialist, PADI Club is the point person for member acquisition through email efforts as well as marketing emails in support of the sales and multi-media brand functions. The ideal candidate is a multi-tasking, detail oriented, people person who thrives in a busy and varied environment. This position reports to the Managing Director, PADI Club

What You Will Do

PADI Club Duties:

- Interface with circulation consultants, the PADI email team and the PADI data base team to manage PADI Club's email customer journey and prepare, send and analyze email efforts as scheduled.
- Maintain email schedules and adjust as necessary to ensure PADI Club acquisition efforts are meeting/exceeding goals in coordination with PADI management and circulation consultants.
- Ensure that email tests are properly managed and reported on through end-to-end analytics.
- Provide monthly updates on testing, agreed upon KPI's and provide input on opportunities to improve conversion and KPI's.
- Work with PADI's database team and circulation consultants to best utilize available data points for email segmentation and optimization of acquisition results.
- In conjunction with the edit and marketing staff, create and send monthly PADI Club email updates to PADI Club membership. Work to optimize open rates through subject line testing.

Multi-Media Duties

- As directed and/or scheduled, deploy sponsored emails for the multi-media brands to support sold revenue. Maintain analytics and provide to management on a monthly basis.
- As directed and/or scheduled, deploy editorial emails for the multi-media brands to support PADI Club member and subscriber engagement. Maintain analytics and provide to management on a monthly basis.
- Ensure email op-in parameters are maintained and adhered to.
- Work with PADI management to grow email op-in lists in support of all initiatives. Sources will include but not be limited to web, social, paid acquisition opportunities.
- Provide as necessary, input to support sales programs when they relate to email marketing campaigns.
- Attend and assist at dive trade shows as necessary.

Overall Duties:

- Facilitate production calls to plan and prioritize requests and adjust course if necessary.
- Act as the subject matter expert on email campaign operations and distribute, create, communicate and apply best practices and learnings to continually improve results.

- Suggest operational and workflow improvements to constantly improve in house production process.

What You Will Need to Be Successful

- B.A. or B.S. degree
- Strong knowledge of and direct experience with Salesforce Marketing Cloud.
- Minimum of 3-years of technical email production experience and proficient knowledge of CSS, HTML, Excel, responsive email design and Dreamweaver.
- Comfortable with building QA, and the deployment of up to 10 email campaigns per week in support of PADI Club and associated multi-media brands.

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 a robust benefits plan.

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 to jobs@padi.com . To learn more about our company visit us at www.padi.com

Applicants must possess the right to work in the United States.

PADI is The Way the World Learns to Dive.