

# **PADI REGIONAL MARKETING (ASIA PACIFIC)**

## **Job Description**

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<b>Job Title:</b>	Marketing Consultant (Korean Marketing Specialist)
<b>Department:</b>	Regional Marketing (B2B)
<b>Reports To:</b>	Marketing Manager
<b>Date:</b>	August 2019

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### **SUMMARY**

Responsible for working directly with PADI Members, specific to Korea and the outbound Korean tourism market, to drive customer engagement, brand loyalty and marketing campaigns to encourage certification growth in the Asia Pacific market. Responsibilities include evaluating effectiveness of the member's current marketing campaigns or programs, recommend changes to improve online presence and performance, identify successful consumer trends and market opportunities that affect certification growth.

- Supports the four corporate primary objectives:
  - Safe and responsible diver acquisition and retention
  - PADI Member acquisition and retention
  - Financial prosperity
  - Global operational alignment in message, products, systems and procedures

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

To include the following (duties will be reviewed regularly and new duties may be assigned):

- Focus on Korean domestic and outbound tourism market.
- Provide professional English > Korean and Korean > English business and marketing translations.
- Have a solid understanding of and be able to communicate PADI products, services and channels.
- Collaborate closely with the PADI Global Marketing team, project development and all other departments on the development of offline and online tools for PADI Members.
- Collaborate with Territory Directors, Regional Managers and Regional Training Consultants to strategically grow and retain existing members through prescriptive business education and support.
- Collaborate with sales and marketing management to incorporate sales promotions, consumer promotions, materials, promotional presentation materials, sales collateral and sales aides.
- Develop, write and organize a range of traditional and digital media.
- Provide professional support to PADI Members and assist with the implementation of marketing strategies and tactics for the Asia Pacific region.
- Develop a broad marketing skillset and stay up to date with marketing trends in order to capably assist PADI Members in a range of marketing disciplines.
- Develop an understanding of dive and travel industry trends within Asia Pacific region.
- Ensure integration and cohesiveness of all aspects of the brand message including: digital strategy/online marketing, traditional marketing, in-store collateral, brand content and PR.
- Create and complete appropriate reports to analyse the offline and online marketing results.
- Must be available for consumer shows, PADI Business Academies, public speaking events and other travel as related to the position.
- Assist with other PADI Member related KPIs including but not limited to: PADI Membership renewal, insurance, PADI Travel, PADI Club and PADI Gear.

### **OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES / REQUIREMENTS**

- Comply with all company OH&S policies and procedures.
- Cooperate with management in anything that they do or require, in order to ensure a safe workplace.

- Perform all work duties in a manner which ensures individual health and safety and the health and safety of others.
- Take reasonable care for the health and safety of people within the workplace who may be affected by your actions.

## **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 disabilities to perform the essential functions.

## **EDUCATION and/or EXPERIENCE**

- Completed a relevant marketing/communications degree.
- Proficient written/spoken English and Korean language skills at a business level.
- 3+ years experience in a marketing/communications role preferred.
- Digital marketing skills specific to Korea including SEO & SEM optimization, Naver advertising, email marketing, social media marketing and basic HTML editing are required.
- Adobe CS experience preferred though not essential.
- Business acumen and ability to adhere to budgetary requirements.
- Certified scuba diver or freediver preferred though not essential.

## **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from top management, public groups, and/or boards of directors. Bilingual with English, Korean, Chinese or Japanese is highly regarded.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.

## **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or schedule form.

## **BEHAVIORAL REQUIREMENTS**

- The ability to follow directions from a manager and a supervisor.
- Professional and polite in verbal and non-verbal communications.
- Interact well and respectfully with co-workers.
- Have a positive attitude.
- Understand and follow posted work rules and procedures and to accept constructive feedback.
- Adhere to the Corporate Record Retention policy.
- Adhere to the policies set forth in the Employee Handbook including, but not limited to, the IT Computer Use Policy and the Sexual Harassment Policy.
- Demonstrate professional behavior that supports team effort and enhances team behavior, performance and productivity.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

PADI certification preferred but not essential.

## **OTHER SKILLS AND ABILITIES**

- Strong organization, project development and management skills with attention to detail.
- Strong written and verbal communication skills.
- Demonstrated ability to write technical and promotional copy including online.
- Ability to communicate effectively with all levels of management and staff.
- Self-starter able to work with minimum supervision; problem solver.

- PC, email and internet literate.
- Have adequate presentation skills.
- Dedication to customer service and satisfaction.
- Possess passion, creativity and enthusiasm for assignments.