



## **PADI CLUB COORDINATOR**

PADI, the global leader in Scuba Diver Training, is searching for a full-time **PADI CLUB COORDINATOR** 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 PADI Club Coordinator is a support position engaging in all aspects of PADI Club operations. 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**

- Solicit and preparation of monthly newsletter(s) content for PADI Club updates – both internal and external membership distribution
  - Forward content for review/editing and preparation for production and distribution
- Ensure PADI Club premium(s) remain in stock through monitoring of inventory at PADI Club's fulfillment house. Process new orders as requested and necessary.
- Prepare and distribute monthly PADI Club metrics to key staff members:
  - Overall Membership and monthly change
  - Metrics on acquisition campaigns
  - Price testing/elasticity
  - Membership churn/renewal
  - Redemption of benefits
  - Subscriber metrics
- Assist as necessary with single copy PADI Shop/Resort sales. Maintain and update distribution amounts with circulation affiliate.
- Facilitate, coordinate and support as necessary the use of PADI's diver database in conjunction with third party merge/purge, circulation and fulfillment partners to deploy PADI Club member acquisition efforts to include email and direct mail efforts.
- Monitor and interact with PADI's internal C-card distribution facility and circulation partner to ensure PADI Club acquisition efforts are ongoing and effective.
- Provide G/L coding on invoices for submission to PADI accounting department
- On an ongoing monthly basis, provide G/L coding for approval and submission to PADI accounting department based on reporting from:
  - Third party fulfillment house
  - Third party circulation consultants
  - Internal Adpoint advertising system

### **Multi-Media Duties**

- As necessary, support and provide backup to sales reps for advertising insertion order and basic marketing needs.
- Update as directed and necessary the PADI Club page on scubadiving.com.
- Attend and assist at dive trade shows as necessary.
- Maintain and modify as necessary the comp lists for *Scuba Diving* magazine. Comp lists to include both internal, advertiser and content distribution lists.

- Solicit and prepare content for ten (10) issues of *Scuba Diving* magazine (the Official Publication of PADI Club) for the PADI Club department. Provide on a timely basis to the editorial team for inclusion in upcoming issues.
- Coordinate and assist as necessary for “Drew’s Letter” and provide to editorial team for inclusion in upcoming issues.
- Assist as necessary with single copy PADI Shop/Resort sales. Maintain and update distribution amounts with circulation affiliate.

### **What You Will Need to Be Successful**

- B.A. or B.S. degree in marketing or business
- Minimum of 3-years experience in a membership or media organization with direct involvement in acquisition, marketing or fulfillment.

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](mailto:jobs@padi.com) . To learn more about our company visit us at [www.padi.com](http://www.padi.com)

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

PADI is The Way the World Learns to Dive.