



PADI MEDIA GROUP, MARKETING SPECIALIST

PADI, the global leader in Scuba Diver Training, is searching for a full-time **MARKETING SPECIALIST** at our corporate headquarters in Rancho Santa Margarita, California. (The role may also be located in Winter Park, Florida.) 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. PADI Media Group is the multi-media marketing arm of PADI Club. Brands included in the media group include Scuba Diving, Sport Diver and Skin Diver. Each brand has associated print and digital publications, web sites, social and email channels. The PADI Media Group, Marketing Specialist is a support position engaging in all aspects of PADI Media Group 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

- Advertising program development, cost identification, management and implementation.
- Client program presentation, development of collateral materials and team selling.
- Custom audience development and the sourcing of audience beyond core brand audience to fulfill programs as necessary.
- Trade and consumer show travel, support and team selling.
- Sales territory travel as necessary to support sales initiatives.
- Project management to include:
 - Media scheduling
 - Project outsourcing (articles, video, photo, digital development, etc.)
 - Asset solicitation and collection
 - Digital content execution (online, email, social)
 - Interface with Ad Ops as necessary to ensure proper project management and completion.
 - Analytics and program reporting – during and post program.
- Inventory management and weekly updates on sold vs. unsold inventory.
- Regular and as needed revenue reports for the PADI Media Group Sales team and management.
- Sales analytics maintenance and reporting:
 - CPM's (print & digital by channel)
 - Y/O/Y analytics to assist with budgeting and performance
- Lead producer of annual digital media kits, program development, specs and rate cards in conjunction with creative design team.
- Other duties as necessary to support the sales effort.

What You Will Need to Be Successful

- B.A. or B.S. degree, preferably in Marketing

- Strong knowledge of and direct experience with digital sales and program development, ideally with an agency background.
- Minimum of 2-years of hands on experience supporting and executing complex and integrated sales programs across display channels.
- Knowledge and working experience with social media marketing services including Facebook and Instagram.

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.