



**PADI EMEA REGIONAL HEADQUARTERS  
Job Description**

**Job Title: Marketing Manager**

**Department: Marketing**

**Reports to: Chief Marketing Officer (PADI WorldWide)**

**Location: Bristol, UK**

**Date Revised: September 2019**

**SUMMARY**

A goal oriented, highly organised and committed leader with significant B2B experience, who enthusiastically leads and directs a dynamic marketing team and ensures successful execution of marketing plans to foster PADI's growth in its areas of key performance, across multiple countries and regions and to effectively promote and grow the PADI brand.

Works closely with the Global Marketing team to plan, direct and evaluate the marketing initiatives of PADI EMEA's products and/or services. Inspires marketing staff by encouraging creativity, metrics-driven results and a positive work environment.

Supports the four corporate primary objectives:

- safe and responsible diver acquisition and retention;
- member acquisition and retention;
- financial prosperity; and
- global operational alignment,

by devising and controlling 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:**

- Ensure PADI Regional Headquarters annual Key Performance Indicators (KPI's) are met or exceeded in every key performance indicator in which they are prescribed.
- Collaborate with management and leadership of the Regional Headquarters to ensure RHQ planning is implemented in a timely manner through daily duties and responsibilities.
- Apply and implement global marketing initiatives established by the Global Marketing Team, across the Regional Headquarters region, to ensure profit, growth and expansion of company products and/or services on time and to specifications.
- Create and implement regionally relevant marketing campaigns that align with global vision and direction, and with the global brand.
- With the coordination of the Global Marketing Team, ensure all marketing plans, activations and campaigns are appropriately leveraged through the Regional Headquarters team.
- Direct Marketing staff to conduct Precision 5 Marketing Consultations for key members in Regional Headquarters territory to grow the business at a store level.
- Develop and execute a robust competitive acquisition strategy in conjunction with RHQ Territory teams

- Actively participate in, and coach RHQ Marketing Staff to conduct PADI Business training programs (i.e. PADI Business Academy, PBA Lite, Instructor Development Academy, and Business Management Program) throughout the region.
- In conjunction with RHQ Territory teams, execute Key Account Management program with top stores in the region
- Support PADI Travel by implementing tactics to acquire stores into the Affiliate program
- Develop and execute annual plan to exhibit at relevant industry, travel or outdoor adventure trade shows and track conversion metrics for each show
- Lead RHQ Marketing Team in a razor-focused, collaborative, and positive way, helping each member achieve success in their territory
- Track and monitor effectiveness of each regional marketing initiative and maintain monthly reporting to evaluate ongoing marketing tactics
- Harmonise international marketing efforts by effective collaboration with global marketing teams and marketing peers in RHQs.
- Effectively collaborate with other departments and executives within the RHQ organisation
- Actively participate in international marketing team meetings and generate business development ideas and program concepts based on market data, research, insights, and experience.
- Interface with PADI Members, the Media, Consultants, Business Analysts, and other influencers of public opinion to convey the company's message.
- Prepare promotional material for other Executives as necessary.

#### **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 on and the effects of competitive activity may be minimised.
- Ensure effective control of marketing results and that 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 marketing initiatives, campaigns, activations and promotions to ensure timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.

#### **Administration:**

- Prepare quarterly marketing metric reports.
- Actively participate in International Marketing meetings
- Coordinate the implementation, execution and maintenance of, marketing programs and strategies designed to attract new divers and keep divers active.
- Manage the PADI RHQ Marketing 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.

#### **Supervisory responsibilities**

- Effectively oversee the work of, and directly supervise the RHQ Marketing Team
- 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 improving departmental- and intra-departmental- relations in support of a customer oriented versus internally 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.

## **PERFORMANCE OBJECTIVES**

- Role model behavior.
  - Leads others to demonstrate excellent standards of service, 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.
  - Drives team to meet team goals, deadlines, and deliver a high quality of work.
  - Ensures that the 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 is as prescribed

## **QUALIFICATIONS**

### **EDUCATION and/or EXPERIENCE**

- Degree in Marketing or Communications (Essential)
- Experience of creating, implementing and managing successful Marketing strategies (Essential)
- Minimum four years' experience in a management position in public relations and/or marketing with direct responsibility for advertising, promotions, and communications.(Essential)
- Extensive B2B experience (Essential)
- Minimum five years management experience with supervisory responsibilities. (Essential)
- Minimum four years' experience in dive industry/corporate environment. (Preferred)
- PADI membership (Essential): PADI Instructor or above (Preferred)
- Experience of working internationally (Essential)

### **LANGUAGE SKILLS**

Fluent in written and spoken English (Essential)

Bilingual ability in an additional language (Preferred)

### **WORK BASED COMPETENCIES**

- Professional marketing and business skills, including B2B techniques and social media/digital media expertise (Essential)
- Knowledge of the PADI system, products and market (Desirable)
- Ability to interpret and maximize 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)
- IT skills including good working knowledge of Microsoft Word, Excel, Outlook and PowerPoint.

## **BEHAVIOURAL COMPETENCIES**

### **Ability and Willingness To:**

- Travel internationally as required
- Manage, motivate and lead a team
- Be proactive and self-motivated
- Achieve required results in a fast paced international working environment across different time zones and in collaboration with Global colleagues
- Ability to work with individuals from a variety of cultural backgrounds
- Curate or developer a strong understanding of the dive industry
- Develop and maintain a strong understanding of the dive industry

## **PERSONAL ATTRIBUTES**

- Creativity
- Commitment
- Accountability
- Analytical skills
- Strong communication skills
- Work well with colleagues and team members
- Ability to deliver strong results under pressure

## **CERTIFICATES**

PADI Open Water Instructor certification preferred.

Scuba Diving certification required.

## **SPECIAL REQUIREMENTS**

- Documentation demonstrating eligibility to work in the United Kingdom (Essential)