



## **DIGITAL EDITOR—PADI Media Group**

*Scuba Diving*, the leading print and digital brand in the dive industry, is seeking a highly motivated digital editor and content creator to join the PADI Media Group.

The ideal candidate is a self-starter and a strong idea generator with excellent writing and editing skills who has expertise and experience in all aspects of digital media production, including web, social media and video. Dive certification is not a prerequisite, however a passion for the salt life, willingness to learn to dive if not a diver and a strong interest in travel and ocean conservation are strongly preferred. (PADI Media Group is based in Winter Park, Fla., while PADI [Professional Association of Diving Instructors] is headquartered in Rancho Santa Margarita, Calif. The successful candidate is welcome to join either office, and remote candidates also will be considered; relocation is not required.)

### **EDITORIAL DUTIES**

- Develop ideas for, create and post daily web and social media content to sportdiver.com, scubadiving.com, padi.com and their social media channels, including text and video; write articles specifically to capitalize on search needs and volume; repurpose *Sport Diver* and *Scuba Diving* articles for padi.com.
- Contribute social posting on all brands (find articles/videos/photos for posting and develop posts), in cooperation with and at the direction of the senior digital editor.
  - Maintain and update the home page and primary channels of scubadiving.com and sportdiver.com in cooperation with and at the direction of the senior digital editor.
- Edit and post web contributions from monthly content columnists.
- Track digital analytics for trends/opportunities to determine SEO and social strategy; build key content campaigns around strategic targets.
- Assist the senior digital editor in identifying existing web articles that would benefit most from SEO refresh.
- Identify evergreen pieces for posting to social and enews.
- Curate and write copy for weekly enewsletter for both brands.
- Edit weekly enewsletters.
- Post videos to YouTube/Dailymotion.
- Assist the senior digital editor in curating print-to-web copy, converting and optimizing print content for website, creating headlines and metadata for print content to have greatest impact online.
- Monitor reader engagement on social channels.
- Help senior digital editor and editor-in-chief create and maintain digital gameplan.
- Help senior digital editor track digital spending and production as directed.
- If a certified diver, produce original underwater content for digital and video media — and reverse publish into print when appropriate — when on travel assignments (can include underwater modeling assignments) as directed by the editor-in-chief.

### **REQUIREMENTS**

- Bachelor's degree in English, Journalism, Mass Communication or similar.
- Two years daily experience in a professional web-publishing setting.
- Demonstrated outstanding writing, reporting, editing and fact-checking skills including knowledge of AP style; comfort generating and managing copy from long-form narrative stories to engaging social media posts.
- Attention to detail; strong organizational and time-management skills; comfort juggling multiple daily deadlines; effective communication and planning skills; ability to work equally well independently and within a team.

- Knowledge of Google Analytics.
- Comfort working with CMS (we use Drupal) to post content.
- Experience with Adobe InDesign, InCopy, Photoshop, Adobe Premiere and Light Room a plus.
- Dive certification or willingness to become certified.
- Three work-related references.
- Samples of digital work product.

### **KEY PERFORMANCE ATTRIBUTES**

- Writing original articles to achieve goals of increasing search traffic and social traffic/engagement.
- Edit incoming content for style, voice and accuracy.
- Develop posts/strategy to increase audience and engagement on key social channels (FB, IG, YouTube).
- Create new ideas for increased engagement and traffic to website (video series, podcasts, ways to refresh enews, etc.)

### **EXPECTATIONS**

Daily social management, editing and posting freelancer-assigned articles (1-2 per day), and writing original articles (1-2 per day including refreshing evergreen content).

### **ABOUT PADI**

Founded in 1966, PADI has grown consistently through our 54 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 28 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.