



MARKETING ANALYST

PADI, the global leader in Scuba Diver Training, is searching for a full-time **MARKETING ANALYST** 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!

Reporting to the Senior Director, Data Strategy & Advanced Insights at PADI Worldwide, the Marketing Analyst will be responsible for establishing and managing an efficient marketing attribution science framework, with the purpose of allowing us to make strategic and data-driven decisions across all channels. In this role, you will help the Worldwide marketing team with analytical insights around performance across all acquisition and retention channels, optimize messaging and spend, and devise strategic plans and methodologies that will enhance our ability to reach more potential divers and ocean ambassadors.

The Marketing Analyst will play an important role within the world's largest diver training and certification organization, so what you do here will make a significant difference in the way the world engages with the underwater ocean environment.

What You'll Be Doing

- You will directly interface with marketing, product and business line leaders and practitioners to identify opportunities to leverage data and technology, create and execute strategies to increase acquisition, conversion and retention.
- You will be embedded as a team player in the consumer marketing organization, serving them with a broad suite of analytics support across our email, advertising, paid/organic search and social media programs.
- You will create and implement best-practices analytic solutions, frameworks, templates and tools to foster data-driven decision-making within the marketing team.
- You will develop and manage attribution models and deliver recommendations on how to improve allocation of marketing spend.
- You will work across teams to develop (A/B) testing and measurement approaches that enable us to quickly drive growth.
- You will help the teams obtain visibility into their programs by developing KPIs and building and maintaining actionable reports/dashboards.
- You will educate the marketing teams on how to access data (self-serve) and use reporting/analytics tools.
- You will frequently analyze the effectiveness of marketing budgets (CPA, ROI, etc.) and monitor and report to the teams on benchmarks (CLV, retention and churn rate, etc.)
- You will ensure the tagging methodology / nomenclature used by the marketing teams is optimal given PADI's technology stack, marketing programs and reporting requirements.
- You will push the organization towards utilizing a single view of our customers for marketing and personalization efforts.
- You will help the teams expand their reach through creation of look-alike segments in marketing cloud platforms.
- You will proactively identify growth opportunities for marketing budget allocation based on a holistic customer journey analysis.

- You will proactively identify, investigate, and seek resolutions to any issues around marketing data/technology integrity.
- You will be the expert on channel performance and help answer the question “where should PADI invest the next dollar?”

Skills and Experience You’ll Need to be Successful in This Role

Our ideal candidate will have the following experience, demonstrated skills, and education to qualify for the role:

- Bachelor’s degree or higher in Economics, Computer Science, Mathematics, Statistics, Business, or related analytical field.
- 5+ years related work experience – working for an agency or marketing department with a strong understanding of marketing strategy, analytics and attribution.
- Expert in Excel data modeling and analysis, fluency working with large data sets / data warehousing, and creating Salesforce and Tableau reports and dashboards.
- Previous experience working with marketing measurement tools, including multi-touch attribution and media mix modeling.
- Previous experience in evaluating and reporting on marketing campaign effectiveness and performance analytics.
- Previous experience working with common digital analytics and testing platforms such as Google Analytics / Adobe Analytics, Google Optimize / Adobe Target, Tableau, Salesforce Ad Studio, etc.
- Previous experience with statistical software and strong applied technical knowledge of statistics.
- Strong command of fundamental testing methods and sampling principles.
- Proficient statistical programming skills (R, Python or SQL).
- A strong candidate is an avid learner who will bring new ideas to improve upon existing business processes, execute with utmost attention to detail and consistency, and be driven by delivering business insights.
- Excellent written and verbal communication skills, with the ability to communicate complex analytical solutions and their business value in a clear and compelling way to a diverse group of technical and non-technical audiences
- PADI Open Water Certification preferred

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 . 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 an Equal Opportunity Employer

PADI is The Way the World Learns to Dive.

California Applicants please note that PADI collects personal information relating to its candidates for employment to manage the recruitment process. The organization is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. To view PADI's CCPA Notice please go to <https://www.padi.com/ccpa-notice>