



MARKETING COORDINATOR

PADI, the global leader in Scuba Diving Training and Ocean Exploration, is searching for a full-time **MARKETING 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!

The Marketing Coordinator is responsible for supporting the PADI Americas Marketing team through project administration for marketing initiatives created for PADI Dive Centers and Resorts. Responsibilities include writing and sending email communications, submitting jobs for creative collateral, execution of digital and print ad campaigns, organizing member recognition awards programs and working with PADI Members to get these initiatives seeded.

What You'll Be Doing

Support the marketing team by driving assigned projects through the creative process (writing, submitting design job, revising, routing for approval, etc) for targeted marketing efforts.

Develop creative materials including but not limited to: emails, landing pages, online ads, print ads, informational one-sheets, PowerPoint presentations, flyers, brochures, POS, sales collateral and sales aides.

Work with the marketing team to seek and develop opportunities to integrate campaigns and initiatives with new and existing program/products at the store or instructor level.

Work alongside the marketing team to track initiative effectiveness and provide a monthly report on metrics.

Keep up-to-date on email, social media and digital marketing best practices.

Promote, process registrations and facilitate the logistics for each PADI Business Academy.

Maintain print media, newsletter and online ad schedule and create/submit assets by the deadline.

Must be available for consumer show, event and other travel as needed.

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

Bachelor's degree (B.A.) from four-year college or university, marketing or Communications major preferred.

Minimum two years experience in one or more of the following areas: marketing, communications/public relations, project development, project management, product development or management systems.

Extensive experience working with Word, Excel & PowerPoint.

High level of proficiency placing ads through Google or Facebook ad campaign platforms.

Maintain strong interpersonal and communications skills both verbal and written, a strong independent work ethic, excellent time management skills, and organizational abilities.

Demonstrate ability to write, edit, and proof projects based on assignments.

Experience with CRM and CMS systems such as Salesforce, Ektron or Drupal a plus.

Strong organization, project development and management skills.

Self-starter able to work with minimum supervision; problem solver.

PC/Macintosh, e-mail and internet literate.

Dedication to customer service and satisfaction

Entrepreneurial mindset

Possess passion, creativity and enthusiasm for assignments.

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>