



MANAGER, GLOBAL EMAIL MARKETING

PADI, the global leader in Ocean Exploration, is searching for a full-time **MANAGER, GLOBAL EMAIL MARKETING** 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 Director, Customer Retention & CRM at PADI Worldwide, the Manager, Global Email Marketing will be responsible for defining and implementing customer data collection, usage, email & SMS program strategies to engage, convert and retain prospective and existing PADI customers across the PADI Experience ecosystem.

What You'll Be Doing

- Leads global email team in developing and executing a best in class email marketing strategy to leverage email automation technology, A/B testing and dynamic content to improve campaign performance.
- Implements and optimizes email program workflow to streamline the process of launching emails from concept to delivery and reporting.
- Collaborates with Regional Marketing Managers, Consumer Marketing team and Marketing Advisory Council to ensure efforts are consistent with global marketing plans.
- Analyzes performance of global email campaigns and makes recommendations to improve deliverability, open rates, click-through rates, unsubscribe rates, lead generation and conversions.
- Champions the global email consultants to identify needs for creative, copywriting, translating and proofreading support.
- Develop and execute on a customer contact strategy that ensures maximum ROI & minimum opt out/unsub rates by maintaining customer engagement with relevant and inspirational messaging.
- Ensure checks and balances are in place to track and alert on any mis-sends or sub-standard performance and take swift corrective action.
- Guide team to implement established conversion tracking standards on all emails to support performance reporting.
- Partner with the Marketing Analyst to develop, maintain and share a KPI and insights (key learnings) dashboard for the email marketing program and database to track email KPI, CLV and ROI performance improvements and/or course correct on performance issues.
- Continually review and update email program, content, targeting, subject lines, dynamic delivery etc to ensure the program maintains performance and continues to engage subscribers.
- Implements global strategies to grow the email database by maximizing email opt in across all possible touchpoints (online, dive shops, 3rd party etc).
- Triages and approves the global email marketing calendar, ensuring resources are available as needed to ensure on time delivery of email campaigns.
- Provide clear direction and guidance to team, leveraging resources as possible, to educate on email best practices including targeting, relevant segmentation, messaging, subject line construction and content optimization to drive email performance.

- Work with the team to ensure as many campaigns as possible are automated, as well as to create an optimal quantity of email templates that are on brand but enable dynamic and personalized content delivery.
- Ensures all email content is on brand and optimized for engagement performance.
- Stays informed and current on email marketing, marketing automation and behavioral marketing technology trends and best practices.
- Provides copy edit support for email and newsletter content, applying email marketing best practices to ensure content is on brand and optimized for engagement performance.
- Ensures all work follows PADI style guide and editorial policies and standards.

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

- Bachelor's degree or higher in Marketing, Communication or Business Administration.
- 8+ years related work experience – working for an agency or marketing department with a strong understanding of database marketing, customer engagement strategies, CRM, direct marketing principles and email program management.
- 5+ years experience managing a best in class email marketing program with demonstrated capability to improve engagement rates and drive conversion (ROI) through the channel.
- Demonstrated ability to partner with product and technical teams in defining and delivering best in class capabilities to automate and personalize communications.
- Demonstrated knowledge of and skill in using Salesforce Marketing Cloud and alternative ESP providers to automate email programs and speed up the process of concept to launch on new campaigns.
- Experience with effectively managing third party partner and agency relationships.
- Strong leader with a track record of talent development in the email marketing field.
- Familiar with the newest trends & innovations with a strong understanding of current and future marketing and email program concepts, strategies and technologies.
- Keen creative eye with strong attention to detail.
- Strong track record of partnering with creative and copy teams, briefing and coordinating the production of highly optimized email campaigns that perform across all email KPIs (deliverability, engagement, conversion etc)
- 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.
- 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
- Strong analytical abilities, ability to monitor and share the performance of the program.
- Ability to communicate effectively with all levels of management and staff and provide education as needed.
- Ability to remain diplomatic with all interactions, external and internal
- Demonstrated ability to derive customer insights from data and partner with analytics teams
- Strong organizational and project management skills
- Self-starter able to work with minimal supervision; problem solver
- Entrepreneurial mindset with ability to see the bigger picture and drive change

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 the 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>