



MANAGER, GLOBAL PAID MARKETING

PADI, the global leader in Ocean Exploration, is searching for a full-time **MANAGER, GLOBAL PAID 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, Digital Marketing PADI Worldwide, the Manager, Global Paid Marketing requires a strategic and innovative thinker who will be responsible for overseeing the development of paid digital marketing strategies and campaign execution and optimization while working to hit global key performance indicators. This position will work closely with the Director, Digital Marketing and the Consumer Marketing team to evaluate the effectiveness of current campaigns and programs and recommend changes to improve engagement and conversion.

What You'll Be Doing

- Work closely with Director, Digital Marketing to plan, develop, and implement comprehensive paid search, display and video strategies to drive new user acquisition with goals such as ROAS, CPA, Revenue
- Drive global strategy for paid search including structure, keyword planning, tracking and budget management
- to drive awareness and maximize revenue in order to support growth objectives.
- Optimize campaigns through testing with a focus on improving efficiency, consistency and effectiveness.
- Understand audience and creative needs in order to give direction to the creative team based on learnings and insights.
- Develop acquisition strategies that introduce prospective customers not only to the world of scuba diving, but also to emerging products (e.g. My PADI Club, PADI Gear, etc.)
- Strategize, execute and optimize digital marketing campaigns for different regions in multiple languages.
- Maintain organization of paid digital calendars and production workflows in order to stay on schedule and hit deadlines.
- Work in collaboration with the eCommerce team to manage key conversion points in the marketing funnel.
- Work with Marketing analytics team to analyze performance data and provide intelligent insights and recommendations based on data conclusions.
- Provide campaign performance reporting and analytics to internal teams.
- Identify trends, insights and innovations in the industry; stay abreast of competitors' evolving digital strategies

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

- BA/BS in Marketing, Communications or related field.
- Minimum of four years' experience in managing paid digital campaigns (search, social, display)
- Proficient with Google Ads, Google Analytics and Paid advertising on social platforms

such as Facebook, Instagram and YouTube.

- Proficient in Salesforce/Marketing Cloud AdStudio preferred
- Innovative thinker, with proactive, take-charge attitude.
- Excellent organization, project management and problem-solving skills.
- Strong communication and copy writing skills.
- Technically savvy and can pick up new tools quickly.
- Diplomatic in navigating the politics with all interactions within the industry.
- Dedication to customer service and satisfaction.
- Scuba diving certification a plus.

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>