PRODUCT MANAGER—Learning Products

PADI, the global leader in Scuba Diver Training, is searching for a full-time **PRODUCT MANAGER—LEARNING PRODUCTS** 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 Product Manager, **Student and Pro Experiences**, the Product Manager of Learning Products will be responsible for the daily oversight, development, and maintenance of PADI's digital learning products portfolio. This includes understanding customer needs, aligning internal stakeholders and external partners around a business strategy, defining product and localization requirements, working with design teams to define the user experience and customer types, creating and communicating the go-to-market plan, and collaborating with our regional offices and key accounts to ensure successful product awareness, uptake and lifecycle maintenance.

What You'll Be Doing

At PADI we are moving to a model where the product team is accountable for the customer experience and business results in addition to successful software delivery and internal and external communications and seating

Typical product activities:

- Translate business strategy into product requirements, roadmaps and lifecycle recommendations
- Serve as the voice of the customer and listen to the market (internal and external users) and clearly define the market problem. Use market information to drive short- and long-term product roadmap priorities
- Collaborate with product stakeholders to translate business requirements, breaking them down into epics and creating actionable user stories with acceptance criteria for the design team and development teams to conceptualize and develop
- Work with Sr. Product Managers and key stakeholders to determine scope and priorities for product development cycles, highlighting dependencies and risks
- Act as an ambassador for the product internally and externally, and become the primary contact and resident expert
- Manage and own the end-to-end product lifecycle for your portfolio including ongoing prioritization of bugs/enhancements, release and sunset planning, internal and external communications, support and training documentation, and roadmap development and alignment
- Build close working relationships with key personnel and find opportunities to integrate experiences in a way meaningful to customers that drives a greater overall engagement and value.
- Conduct research and analyze data to better understand the competitive landscape and become adept with industry trends and customer behaviors
- Assists Sr. Product Manager in monitoring and preparing reports that measure product and program performance against corporate KPIs
- Leverage analytics to continually understand and improve the customer journey and product/program performance.
- In conjunction with the Senior Product Manager, lead the scrum team through project research and ideation, writing user stories and acceptance criteria, sizing and grooming sessions,

prioritizing sprint work and managing backlog, routine follow up, QA testing, post release analytics, post mortems, and reporting
- Work with development team to release stories in 2-week sprint cycles
- Work with Senior Product Manager to create a strategy and roadmap for the digital learning products portfolio
- Work with the Product Operations department to ensure product numbers, descriptions, release announcements, version numbering, and pricing are implemented properly and in a timely manner
- Work with Production and Translation department to provide direction and priorities for any translation/localization effort
- Work with PADI Training and Instructor Development departments to balance revisions and content changes with learning development schedules and priorities
- Work with UX and LX teams to balance priorities and remain current with design and learning platform and trends

Skills and Experience You'll Need to be Successful in This Role
- Understanding of PADI's business rules, in the B2B and B2C environment
- Understanding of PADI's eLearning Platforms
- Deep understanding of PADI's comprehensive digital and paper product line
- Passion for solving problems and serving the customer
- Strong organizational and communication skills
- Knowledge of PADI Training and Educational Standards
- Zen Desk and JIRA software
- Ability to work well with others in a diverse and fast-paced environment.
- Ability to successfully communicate, troubleshoot and problem solve with external customers
- Strong knowledge of old and new digital learning platforms and PADI's product line
- Understanding of all consumer and member types as well as regional variances and exceptions
- A continual effort to learn and improve product management skills and knowledge base

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