



PROGRAM MANAGER, MEMBERSHIP MARKETING

PADI, the global leader in Ocean Exploration, is searching for a full-time **PROGRAM MANAGER, MEMBERSHIP 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 Program Manager, Membership Marketing will be responsible for defining and implementing customer strategies across the critical pro membership category that drive member loyalty, engagement and retention. PADI's mission to ignite a billion torchbearers across the globe is dependent on the active and continued engagement of a passionate Membership and you will be instrumental in reducing Member churn and improving conversion by delivering a compelling and unique value proposition and marketing plans for retention and acquisition.

What You'll Be Doing

- Lead the Pro Membership engagement program by developing and executing on a plan to reduce churn, improve automatic renewals and continuously update and promote the benefits of Membership.
- Lobby as a Member champion to develop and promote a unique, on-brand and compelling value proposition across all member programs.
- Lead the Member recognition strategy, ensuring PADI optimizes spend while maximizing retention through appropriate, relevant and on-brand recognition tools.
- Develop a lapsed Member reengagement program, preferably automated, that recaptures the Member at the right moment.
- Act as point person for Member communications that are designed to drive continued engagement and enhance the value proposition of membership which will reduce churn.
- Partner with Analytics and Data teams to extract, report out and action upon KPIs, program performance to goals and key customer insights learned. Ensure reporting is Member-centric.
- Support Director, Customer Retention & CRM in data hygiene, collection and extraction governance to ensure we only collect what we need, monitor the usage of and protect customer data at all times and in line with the PADI brand.
- Partner with Brand team to build a messaging strategy across channel Member programs that ensures a true sense of belonging and of the larger brand purpose.
- Partner with the Integrated Marketing team to build supporting messaging and campaigns into Channel plans and inclusion on the annual Marketing Initiatives calendar.

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

- Bachelor's degree or higher in Marketing, Communication or Business Administration.
- 5+ years related work experience – working for an agency or marketing department with a strong understanding of marketing strategy, direct marketing principles, testing methodologies and operational management, and customer engagement analytics.
- 5+ years experience working with data and analytics to derive actionable customer insights related to propensity, likelihood to convert and optimizing conversion.
- Specific and recent experience implementing and managing a loyalty program, preferably for an experiential brand/product. Retail experience a plus.

- Experience with a subscription model business a plus.
- Experience with effectively managing third party partner and agency relationships.
- Familiar with the newest trends & innovations with a strong understanding of current and future marketing and loyalty concepts, strategies and technologies.
- Keen creative eye with strong attention to detail.
- Proven analytical skills, a track record of partnering with data scientists to derive actionable insights to drive ROI and provide related reporting and tracking.
- Strong track record of partnering with creative teams, briefing and coordinating the development of collateral and marketing materials, both digital and print.
- 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
- Strong analytical abilities, ability to monitor and share the performance of the program.
- Ability to communicate effectively with all levels of management and staff
- 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
- 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 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>