



## **SR. MANAGER, CRM & LOYALTY MARKETING**

PADI, the global leader in Scuba Diver Training, is searching for a full-time **SR. MANAGER, CRM & LOYALTY MARKETING** based at our corporate headquarters in Rancho Santa Margarita, CA.

*At this time the role will work remotely due to COVID-19. Upon return to the workplace, the role will work in house 3 days a week and remotely during the weekend.*

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 Vice President, Consumer Marketing at PADI Worldwide, the Senior Manager, CRM & Loyalty Marketing is a key contributor to the growth of the PADI business by ensuring repeat engagement with the PADI Experience (learning, travel, gear, club) as well as encouraging brand advocacy & PADI Club membership. A true customer champion, this individual will be responsible for ensuring the customer is at the center of all we do and that we deliver an experience that is engaging and unique to PADI.

A data-driven and creative decision maker and planner, this individual will be instrumental in ensuring a broad understanding of our customer behavior and lifetime value (CLV) as well as delivering on database growth and revenue optimization. This individual will build and lead a team of marketing professionals who are laser focused on drawing divers through the learning funnel, and maximizing the number of people engaging in the broader PADI Experience (learning, club, gear & travel), as well as delivering engagement through a best in class club loyalty experience.

### **What You Will Do**

- Builds and leads team of data-driven, customer centric marketing professionals to drive customer and diver Membership retention, repeat purchase, advocacy, and lifetime value.
- Develops and executes on a retention plan that ensures maximum cross-participation in the broader PADI Experience (learning, gear, club, conservation & travel), and draws divers through the learning funnel..
- Partners with CRM Operations to deliver on revenue goals from marketing channels by determining the optimal message/offer to surface, to whom, when and in which channels to drive conversion.
- Advocates on behalf of the retention & CRM team to ensure the appropriate budget, talent and tools are in place to deliver on identified goals.
- Partners with the head of CRM operations and analytics to ensure the email marketing team demonstrate clear ROI from the email program via a robust schedule of targeted marketing messages and content across marketing and transactional emails.
- Partners with the CRM operations team to ensure relevant tools sets and capabilities are incorporated into the roadmap as needed.
- Partners with the Analytics & Data Architecture teams to produce, share and leverage relevant KPI reporting on a regular and consistent basis, as well as continuous plan updates as needed based on results.

- Creates and delivers on a plan to grow and maintain the PADI customer database & Club Membership including maximizing opt-in rates across digital and physical channels, and reducing opt-outs by delivering relevant messaging.
- Leads and supports team to build and deliver on a lifecycle marketing and campaign plan that targets consumers at specific points in their lifecycle with PADI and encourages them to move to the next stage.
- Partner with the Brand Strategy & Content team to ensure a pipeline of relevant and inspiring brand content is available and leveraged to personalize messaging to key customer segments.
- Leverages internal and 3rd party resources to derive actionable customer insights, both qualitative and quantitative, to deliver performance improvements to retention and engagement programs.
- Partner with PADI Club team to ensure a strong value proposition & experience delivery for PADI Club which supports delivery of customer retention goals.

**What You Will Need To Be Successful:**

- Bachelor's degree or higher in Marketing, Communication or Business Administration.
- 5+ years related work experience – working in a marketing leadership role with a strong understanding of CRM strategy, loyalty and retention techniques, programs & technology, and/or direct marketing.
- 5+ years experience leading and building high performing CRM marketing, email and loyalty teams.
- Experience with effectively managing third party partner and agency relationships.
- Knowledge of, or experience with Salesforce Marketing Cloud preferred. Experience with various best in class ESPs required.
- Knowledgeable regarding the newest related trends, innovations & technologies.
- Proven record at building, maintaining and/or updating a best in class loyalty program. Ability to assess and articulate the financial model that supports a loyalty program as part of a CLV plan.
- Proven track record of delivering new and optimizing existing programs and tactics to drive customer retention and conversion.
- Strong track record of partnering with creative teams to test user experiences, marketing messages and targeting approaches.
- Proven experience in deriving and leveraging customer analytics, insights and marketing automation tools to deliver customer relevance and improved ROI.
- Experience in the retail, travel and leisure and/or lifestyle industries preferred.
- 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

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](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com)

Applicants must possess the right to work in the United States.

PADI/Seek Adventure Save the Ocean

**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>**