



SR. BRAND & PUBLIC RELATIONS SPECIALIST

PADI, the global leader in Underwater Exploration, is searching for a full-time **SR. BRAND & PUBLIC RELATIONS SPECIALIST** 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 on site.

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! This is a great opportunity for a mid-level marketing professional with some Brand and Public Relations experience to grow their expertise in both areas of marketing storytelling!

The Sr. Brand & Public Relations Specialist is a brand ambassador and evangelist for PADI. The key principles this position upholds are to protect and build the PADI brand. This individual will interface across the Brand and Marketing organizations, and with the company's Public Relations agencies, to design and execute effective Brand and PR strategies. They will work to create and maintain a favorable public image for the organization through effective communication, garnering media coverage to expand awareness of scuba diving and PADI, and showcasing PADI's brand identity across the entire customer experience. They will be a relentless networker and collaborator within the organization to uphold the brand identity that defines PADI as both an aspirational consumer brand and a responsible company, positioning it globally as an agent for ocean stewardship, healing and positive change. This highly efficient, energetic, and politically astute marketer thrives in executing big ideas that grow the brand and create accretive value to the organization.

What You Will Do

- Drives brand awareness and consideration globally while moving customers to a deeper engagement with PADI.
- Evangelizes tone, voice, visual and creative direction for brand, marketing communication and program materials.
- Implements annual global brand and public relations plans, in collaboration with Brand and Marketing Teams, including strategy, goals and tactics. Actively refresh and adapt the plan execution based on results and trends.
- Partners with business owners across the organization to ensure tone, voice, and visual brand positioning is effectively and consistently reflected and supported across PADI's assets.
- Ensures the PADI brand is elevated and best represented on padi.com and channels across the organization, identifying opportunities to enhance brand recognition and affinity through brand content, marketing initiatives and communication themes.
- Generates creative story ideas that translate into positive news coverage for PADI, greater brand awareness and deeper engagement across the PADI Experience, ultimately driving business outcomes.
- Coordinates efforts of PADI's public relations agencies to execute on the annual PR plan and garner media exposure that drives accretive value to the organization.
- Creates content for a variety of communication channels, including press releases, byline articles, executive talking points and presentations, managing research, reviews and approvals with appropriate stakeholders.
- Develops and facilitates responses to media inquiries, press opportunities and interview requests.
- Manages brand partnership relationships and global sponsorships, providing regular reporting on success metrics.

- Works effectively across the Brand & Marketing organizations to build timely, relevant, holistic media and influencer activations to elevate brand awareness and conversion.
- In collaboration with Brand and Marketing Teams, takes an active role in executing creative direction of brand and marketing video and photoshoots, working closely with shoot production team.
- Responsible for ongoing management and evolution of the brand portal, working closely with UX, design and voice leads to ensure current assets and branding are reflected across the portal and communicated with organizational stakeholders.
- Monitors media coverage about PADI and creates monthly reports highlighting results, along with relevant information as needed, for follow-ups and news coverage recaps.
- Contributes to brand health evaluation report card to measure and analyze brand awareness and loyalty over time, leveraging insights to inform strategies to continually improve brand affinity and achieve business objectives. (IE. NPS, Awareness, Traffic, Engagement, Conversion, Retention, Churn, etc.)

What You Will Need To Be Successful:

- Solid understanding of brand management and voice of customer with ability to transfer qualitative and quantitative learnings and customer knowledge into improved experiences, activations, journeys, and consumer engagement.
- Capable of crafting a clear vision for the future and the steps necessary to execute against that vision
- Bachelor's degree in Marketing, Journalism, Communications, Digital Content, or a business related field. Master's Degree/MBA a plus.
- 5+ years relevant work experience
- Proven track record executing successful public relations campaigns at both local and national level
- Exceptional writing and editing skills
- Ability to balance strategic thinking with a willingness to be scrappy and get his/her hands dirty
- Enjoys working in a casual and energetic work environment and applying strong work ethic
- Functions in the intersection of highly creative and organized process
- Grace under pressure and a comfort with ambiguity
- Appetite for personal growth and development within the organization
- PADI Open Water Diver certification preferred
- Must be a confident communicator and presenter
- Must possess excellent verbal and written communication skills
- Must possess excellent organizational and planning skills
- Must have a full understanding of media needs and media relationships
- Be proactive, reliable, responsible and accurate with attention to detail
- Possess a wide degree of creativity and latitude
- Self-motivated with a positive and professional approach to work

Founded in 1966, PADI has grown consistently through our 55 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 permanent 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>