



GLOBAL EMAIL MARKETING SPECIALIST & DEVELOPER

PADI, the global leader in Underwater Exploration, is searching for a full-time **GLOBAL EMAIL MARKETING SPECIALIST & DEVELOPER** based at our satellite offices located in the Orlando FL area.

At this time the role will work remotely due to COVID-19.

PADI offers its employees a unique culture centered upon 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, CRM & Analytics, the Global Email Marketing Specialist & Developer is responsible for creating and implementing email marketing campaigns to promote a PADI product or service to increase customer engagement, leads and conversions. They will analyze effectiveness of each email campaign and make recommendations to increase customer engagement and improve sales. Develops database queries and makes recommendations for marketing list segmentation. Works with global email marketing team to monitor list integrity and performance to ensure high deliverability rate. Determines and establishes email marketing tracks and clear call-to-actions and adjusts as necessary to maximize campaign performance. Uses judgement to apply dynamic content to meet personalization goals. Develops and distributes PADI Worldwide campaign performance reports and includes recommendations for future A/B testing and campaign refinement. Writes, edits and reviews email and newsletter copy applying email marketing best practices. Ability to both write and read Spanish and/or Portuguese fluently is preferred.

What You Will Do

- **Creates email marketing campaigns to promote products or services that apply email automation technology, A/B testing and dynamic content to improve campaign performance.**
- Analyzes performance of email campaigns and makes recommendations to improve deliverability, open rates, click-through rates, lead generation and conversions.
- **Develops and populates custom and standardized email templates using HTML responsive design to ensure usability on desktops, tablets and mobile devices. Able to understand and utilize AMPScripts as a means of invoking language and other personalizations.**
- Creates forms and other functionality using tags and triggers in Google Tag Manager or natively in Drupal CMS.
- **Develops database queries in email marketing software and makes market segmentation recommendations for testing and to improve performance based upon email reporting analysis.**
- Monitors list integrity and performance within email marketing software to ensure high deliverability rate and positive online brand reputation.
- Tracks and analyzes electronic media performance and prepares reports to share with MarCom management and staff.
- Collaborates with marketing consultants and MarCom management to ensure efforts are consistent with individual product, program or service marketing plans.
- Stays informed and current on email marketing, marketing automation and behavioral marketing technology trends and best practices.
- Provides copy edit support for email and newsletter content, applying email marketing best practices relating to content. Ensures all work follows PADI style guide and editorial policies and standards.
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- Completes special projects and other duties as assigned.

What You Will Need To Be Successful:

- Bachelor's degree (B.A.) from four-year college or university in Journalism, Communications, English, or equivalent preferred.
- Minimum of 5 years' experience with email marketing, lead nurturing, marketing automation and web analytics.
- Excellent understanding of email marketing concepts and metrics such as sender score, deliverability and sender reputation.
- Highly experienced and working knowledge of HTML and css for email.
- Highly analytical and able to derive meaning from data through A/B testing and email optimization.
- Excellent writer and communicator (in both the written and verbal form).
- Extreme attention to detail, organized and process focused.
- Salesforce email automation and marketing software certification or equivalent a plus.
- Familiar with Dreamweaver and HTML.
- Must be able to demonstrate previous experience by providing a broad sample base of previous work for review.
- PADI Open Water Diver certification or higher, or action sports background preferred.
- 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. We are committed to our purpose to Seek Adventure—Save The Ocean.

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>