



COORDINATOR, INTEGRATED MARKETING

PADI, the global leader in Scuba Diver Training, is searching for a full-time **Coordinator, Integrated Marketing** at our corporate headquarters in Rancho Santa Margarita, CA. 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!

The Coordinator, Integrated Marketing will assist the Manager, Integrated Marketing in executing and measuring all Consumer Marketing campaigns.

The Coordinator, Integrated Marketing will act as primary coordination point and will maintain the global consumer marketing calendar to ensure consistency, awareness and on time delivery of all marketing campaigns (across channels).

This individual must have an understanding of the full range of marketing techniques and tools, and the ability to combine that with analytic and communication skills. They must possess solid teamwork skills as they will be working cross-departmentally. Project management skills are crucial to coordinate development of marketing assets against multiple deadlines.

What You Will Do

- Work closely with the Manager, Integrated Marketing to organize and update the global marketing calendar.
- Assist in organizing digital assets associated with the campaigns and initiatives that are part of the global marketing calendar. (email, web, social, paid).
- Work closely with the creative team to drive marketing collateral development from concept to completion.
- Ensure key tagging and naming convention requirements are followed in support of analytics.
- Support Manager, Integrated Marketing in producing and distributing key campaign performance reporting.
- You will help to assess and optimize workflow through the project management platform for continual improvement.

What You Will Need To Be Successful:

- Experience in campaign project management
- Experience executing upon marketing strategies
- Integrated Marketing experience
- Experience utilizing data and measurement to drive decisions.
- Experience communicating concepts.
- Bachelor's degree (B.A.) from four-year college or university, marketing or Communications major preferred.
- Minimum two years' experience in one or more of the following areas: marketing, communications, project development, project management.
- Familiarity with Drupal CMS (or related systems)
- Familiarity with Google Analytics, Salesforce Marketing Cloud
- Familiarity with Wrike, Basecamp or similar project management tools
- PADI Open Water Diver certification preferred but not required.

- Ability to communicate effectively with all levels of management and staff
- Ability to remain diplomatic with all interactions, external and internal.
- *Possess passion, creativity and enthusiasm for assignments.*

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>