



HEAD OF GLOBAL CONTENT

PADI, the global leader in Ocean Exploration, is searching for a full-time **Head of Global Content** to join our global consumer marketing team. 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 Head of Global Content will be responsible for developing, creating and implementing content strategies and plans to drive growth, brand awareness and conversion rates for the PADI brand across key consumer marketing channels and publications. Acting as a key point of strategy and governance to ensure all content curation, creation, storage and syndication meets the vision for the PADI consumer marketing growth and brand awareness goals will be the primary focus for this crucial role. This role calls for impactful storytelling and a passion for delivering compelling content, meeting users where they are, resulting in optimal conversion performance.

What You Will Do

- Develops and oversees the execution of a Content Strategy aligned to the consumer growth goals and consumer brand direction of the organization.
- Partner with channel marketing teams to ensure consistency of message and adherence to best practices for content curation, creation and publishing.
- Oversee the creation and delivery of an editorial calendar and creative/content assets aligned to key project and program roadmaps, delivering on revenue goals.
- Develop a clear picture of all current content and resources across the organization, oversee the curation and auditing of the content and deliver a plan to shore up gaps in this content aligned to the consumer growth strategy.
- Oversees the team ensuring that content is regularly audited, creation and tagging governance is adhered to and content is created to deliver on priority consumer growth strategies and goals.
- Manage and advocate for content curation tools, ensuring best practices, tagging and governance are in place and clearly communicated across the organization to relevant stakeholders.
- Provides oversight to the delivery of SEO best practices and program goals to exponentially grow the PADI consumer audience.
- Manage specific content creation resources (copywriting, videography, photography etc), ensuring priorities and workload efficiency and focus on achieving consumer growth goals.
- Maintain external market knowledge and understanding of best practices for content creation and usage by marketing channel and assist in development of marketing channel plans accordingly.
- Key stakeholder in the creation of the PADI Consumer Marketing & Growth Strategy.
- Derive, interpret and leverage key data points including behavioral, analytics, user and business insights to drive key decision making and priorities regarding the content plan and related resources.

What You Will Need To Be Successful:

- 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 digital marketing strategy, content publishing, campaign planning and execution, content creation.
- 5+ years experience curating and briefing the creation of branded and consumer marketing content, both digital and print.
- Excellent managerial and people development skills with a proven track record of evolving teams and talent.
- Ability to attract and retain key talent.
- A visionary storyteller, with a proven track record of creating high engagement & revenue with content.
- Experience with effectively managing third party partner and agency relationships.
- Proven results in generating earned media via outreach and partnerships with a solid understanding of digital marketing channels, including native ads, social (paid and organic) and email.
- Keep abreast of the newest trends & innovations with a strong understanding of current and future digital marketing and content concepts, strategies and technologies.
- Keen creative eye with strong attention to detail. UX experience a plus.
- Experience leading/managing an SEO practice and roadmap.
- High level of focus and capability in measuring and continuous optimization of content performance.
- Strong track record of partnering with creative teams and an ability to visualize the presentation of content for varied audiences. (infographics, text/image based presentation etc)
- 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
- PADI Open Water Diver certification preferred but not required.
- Passion about the dive industry that translates to differentiated, high performing content
- Ability to communicate effectively with all levels of management and staff
- Ability to remain diplomatic with all interactions, external and internal
- Demonstrated ability to write promotional copy and clear project briefs
- Strong organizational, project management and collaborative skills
- Self-starter able to work with minimal supervision; problem solver
- Entrepreneurial mindset with ability to see the bigger picture and drive change

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>