PADI REGIONAL MARKETING (EMEA)
Job Description

Job Title: Marketing Executive
Department: EMEA Regional Marketing
Reports To: EMEA Regional Marketing Manager
Date: September 2021
Location: Bristol, UK (NB: This role is not suitable for fully remote working)

SUMMARY
Responsible for working directly with PADI Members to drive customer engagement, brand loyalty and marketing campaigns to encourage certification growth in the EMEA market. Responsibilities include assisting PADI Members with their marketing and business development initiatives, evaluating effectiveness of the member’s current marketing campaigns or programs, recommend changes to improve online presence and performance, identify successful consumer trends and market opportunities that affect certification growth.

Supports the four corporate primary objectives:

- Safe and responsible diver acquisition and retention
- PADI Member acquisition and retention
- Financial prosperity
- Global operational alignment in message, products, systems and procedures

ESSENTIAL DUTIES AND RESPONSIBILITIES
To include the following (duties will be reviewed regularly and new duties may be assigned):

- Focus on domestic or outbound tourism markets as directed by the Marketing Manager.
- Have a solid understanding of and be able to communicate PADI products, services and channels.
- Be a leader for PADI’s marketing support provided to PADI Members in the EMEA region.
- Generate marketing and business development ideas and programs to improve efficiency and support to PADI Members.
- Collaborate closely with the PADI Global Marketing team, project development and all other departments on the development of offline and online tools for PADI Members.
- Collaborate with Territory Directors, Regional Managers and Regional Training Consultants to strategically grow and retain existing members through prescriptive business education and support.
• Collaborate with sales and marketing management to incorporate sales promotions, consumer promotions, materials, promotional presentation materials, sales collateral and sales aides.
• Develop, write and organise a range of traditional and digital media.
• Provide professional support to PADI Members and assist with the implementation of marketing strategies and tactics for the EMEA region.
• Develop a broad marketing skillset and stay up to date with marketing trends in order to capably assist PADI Members in a range of marketing disciplines.
• Develop an understanding of dive and travel industry trends within EMEA region.
• Ensure integration and cohesiveness of all aspects of the brand message including: digital strategy/online marketing, traditional marketing, in-store collateral, brand content and PR.
• Create and complete appropriate reports to analyse the offline and online marketing results.
• Complete all required budget related items, without exceeding budget, in an efficient manner.
• Must be available for consumer shows, PADI Business Academies, public speaking events and other travel as related to the position.
• Assist with other PADI Member related KPIs including but not limited to: PADI Membership renewal, insurance, PADI Travel, My PADI Club and PADI Gear.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES / REQUIREMENTS
Comply with all company OH&S policies and procedures.
• Cooperate with management in anything that they do or require, in order to ensure a safe workplace.
• Perform all work duties in a manner which ensures individual health and safety and the health and safety of others.
• Take reasonable care for the health and safety of people within the workplace who may be affected by your actions.

QUALIFICATIONS EDUCATION and/or EXPERIENCE
• Completed a relevant marketing/communications degree.
• 5+ years’ experience in a marketing/communications role preferred.
• Adobe CS experience preferred though not essential.
• Digital Marketing skills including SEO & SEM optimization, online advertising, email marketing, social media marketing and basic HTML editing are required.
• Strong business acumen and ability to adhere to budgetary requirements.

MATHEMATICAL SKILLS
Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.

LANGUAGE SKILLS
Fluency in English is essential
Fluency in German, Spanish, French or Arabic in addition to English is desirable
CERTIFICATES, LICENSES, REGISTRATIONS
PADI certification preferred but not essential.

OTHER SKILLS AND ABILITIES

• Strong organization, project development and management skills with attention to detail.
• Strong written and verbal communication skills.
• Demonstrated ability to write technical and promotional copy, including online.
• Ability to communicate effectively with all levels of management and staff.
• Self-starter able to work with minimum supervision; problem solver.
• PC, email and internet literate.
• Presentation skills.
• Dedication to customer service and satisfaction.
• Possess passion, creativity and enthusiasm for assignments.

The role is based in Bristol, UK with the option for hybrid working (i.e. 50% office-based and 50% from home). The role is not suitable for permanent remote working. Commencement of employment is conditional upon having the right to work in the UK.