



GLOBAL SOCIAL MEDIA CONSULTANT

PADI, the global leader in Underwater Exploration, is searching for a full-time **GLOBAL SOCIAL MEDIA CONSULTANT** supporting the Asia Pacific Region.

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 Manager, Global Performance Marketing in PADI's Global Consumer Marketing team, the Global Social Media Consultant is responsible for the management and coordination of PADI's social media channels as well as the development and execution of social content across channels. This includes establishing clear channel goals, creating and implementing a social media strategy consistent with the organization's brand and corporate initiatives, developing a content generation strategy and posting schedule, and the ongoing analysis and reporting of channel performance. This role also works in direct cooperation with the Sr. Manager, Global Performance Marketing as well as the Global Social Media Consultants located in other international PADI Offices.

What You Will Do

- Develop and implement an integrated social media tactical strategy for the PADI Blog, PADI's Global Social Channels like Facebook, Instagram, Twitter, TikTok, YouTube, and others.
- Manage PADI Global B2C and B2B social media channels and PADI Travel channels on a daily basis (in coordination with Social Media Consultants in other PADI Offices) using social media management tools such as Khoros.
- Create and source engaging content for social media channels that may include images, videos, cinemagraphs, GIFs, including coordination of translations.
- Identify and tap into new and emerging social media channels and trends specifically geared towards younger audiences.
- Manage and implement influencer marketing program from a global perspective.
- Oversee content creation for PADI blog including the ideation of article topics, writing and/or posting the articles and managing external blog content contributors.
- Monitor conversations across all channels and engage with users in a tone and manner consistent with the PADI brand.
- Monitor trends and encourage adoption of social media tools and tactics to reach the maximum audience in the most relevant manner.
- Develop and implement social media campaigns to increase engagement and followers including contests or promotions.
- Identify social strategies to promote, manage, monetize and analyze global marketing campaigns across social channels.
- Work with B2B Regional Marketing teams to provide consulting advice to PADI Members on social media and blog content.
- Develop brand equity and improve all brand related aspects across social channels.
- Track and monitor the effectiveness and success (ROI & engagement) of each channel and individual initiatives.

- Work with Analytics team to develop social media dashboards in order to help analyze performance data and provide intelligent insights and recommendations based on data conclusions.

What You Will Need To Be Successful:

- Bachelor's degree (B.A.) from four-year college or university, Marketing or Communications degree required, emphasis in eMarketing or social media marketing preferred.
- Minimum three years of experience in a B2B or B2C social media, marketing or communications role.
- Experience in content development such as social media posts, blog articles, videos, and digital advertising. Samples may be requested.
- Experience with CMS such as WordPress and Drupal.
- Experience with social media management tools such as Khoros.
- Experience with Google Data Studio, Google Analytics, Facebook Insights and other analytics software.
- Strong copy writing skills and attention to detail.
- 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 56 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.

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 alison.vasek@padi.com.au. To learn more about our company visit us at www.padi.com

PADI/Seek Adventure Save the Ocean