



JR. CONTENT PUBLISHER

PADI, the global leader in Scuba Diver Training, is searching for a full-time **Jr. Content Publisher** at our corporate headquarters in Rancho Santa Margarita, CA.

At this time the role will work remotely due to COVID-19. Upon return to the workplace, the role will work on site.

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 **Jr. Content Publisher** will assist the Manager, Integrated Marketing in maintaining, updating and optimizing content across PADI owned web domains.

This role will be responsible for curating and publishing web optimized content. Experience with Drupal and other content management systems is preferred. This position requires the ability to work with minimal supervision, be deadline oriented, and have excellent attention to detail. This person will be part of a team that is updating existing content and product pages, as well as building new marketing and campaign landing pages.

The Jr. Content Publisher is responsible for formatting, publishing, image selection, coordination of translations and SEO optimization of content on the PADI website. Working within internal brand publishing guidelines and the latest in SEO best practices, this person will be accountable for maintaining publishing deadlines and creating high-quality finished products.

This individual must have an understanding of the full range of marketing techniques and tools. They must possess solid teamwork skills as they will be working cross-departmentally.

What You Will Do

- Work closely with the Manager, Integrated Marketing to create, publish and update digital content
- Assist in organizing and optimizing digital assets
- Work closely with the creative team to develop functional and effective web pages and user journeys
- Utilize test environment to thoroughly QA work and validate work for accuracy once in production.
- Ensure all published content meets guidelines for search optimization and analytics tagging.
- Other duties as assigned.

What You Will Need To Be Successful:

- Bachelor's degree (B.A.) from four-year college or university, marketing, communications, English or creative writing major preferred. OR equivalent work experience
- Deep familiarity with Drupal CMS is preferred (or related systems)
- Strong writing capabilities with SEO focus

- Demonstrated success working with a team to drive measurable results
- Experience executing projects and maintaining deadlines
- Experience with Google Analytics and UTM tracking parameters preferred
- Willingness to communicating concepts and ideas.
- Technology fluency and ability to quickly learn and master new platforms
- Familiarity with Wrike, TeamUp, JIRA or similar project management tools
- 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.
- PADI Open Water Diver certification preferred but not required.

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>