



MANAGER, CRM & DATA OPERATIONS

PADI, the global leader in Underwater Exploration, is searching for a full-time **MANAGER, CRM & DATA OPERATIONS** based at our satellite offices located in the Orlando FL area.

Remote candidate will be considered.

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 Vice President, CRM & Analytics, the Manager, CRM & Data Operations is responsible for leading and advancing data science & advanced marketing techniques by intelligently connecting data sources and by collaborating with data science, marketing, technology and product teams. Responsibility includes building of enterprise class data integration solutions utilizing ETL tools, AWS storage environments and other next generation data warehouse/analytics platforms. Responsible for defining best practices around marketing platforms and developing core data engineering, aggregation and linking capabilities across all channels. Extensive contact with various management levels and other internal customers. Must be able to identify, research, analyze and resolve complex information technology issues. Responsible for building solutions which are flexible, performant and scalable. Must have in-depth knowledge of data management and data integration.

What You Will Do

- Design and implement data strategies to support audience segmentation, engagement scoring, testing and reporting.
- Establish and maintain governance on Salesforce filters, queries, data extensions, templates and activities, including naming conventions, monitoring adoption/exceptions and effectiveness. Simplify and reduce the number of Data Extensions and Filtered Data Extensions to represent key audience segments.
- Provide technical leadership and best practices for Email Ops and Marketing staff for segmentation, query design, testing, use of preferences and scoring. Lead implementation and expansion of journeys and automations.
- Perform ad-hoc analysis and present results in a clear manner.
- Regularly participate in Agile meetings including daily scrum, refinement, sprint planning and retrospectives.
- Build and manage Salesforce automations for imports, exports, filter updates, triggered messages and reporting.
- Build and maintain Confluence documentation including: data dictionaries, lookup tables, procedures and other documentation to facilitate the cross-department knowledge of the values and their meaning to insure consistency and accuracy of all audience specifications.
- Facilitate the simplification and expansion of language personalization, language translation tools and the integration with Salesforce.
- Utilize Tableau to create insightful reporting around audience segmentation, reputation management and audience profiles. Work with Tableau specialist to build out relevant reporting on email and other channel marketing activities.
- Provide technical leadership and implementation of email widgets and forms utilizing Google Tag Manager and APIs, including reporting.

- Provide technical leadership and implementation of Piccolo ecommerce and subscription management functionality for the Media Group.
- Interact with marketing, data teams and product developers to curate additional enterprise data sources to support 360-degree customer views, campaign P/L and attribution reporting/models.
- Organize and document existing user Journeys for optimizing user experience and operations. Provide leadership and setup in building and deploying of journeys to support transactional messaging and user journeys following certifications and transactions.
- Utilize Redshift, Athena, Dynamo, S3 data lake to configure data sets for analyzing customer data. Build scoring and modeled segments to measure user engagement, contact interests, customer value, promote positive sender reputation and drive campaign selections.
- Build and support Pentaho jobs in accordance with enterprise data processing strategies to create aggregate views and to join data sets from multiple sources.
- Provide support for PADI Club and integrations with Salesforce, eMags and PADI Internal systems. Work with Accounting/Finance to develop and provide enterprise Club sales reporting, including membership trends and deferred income reporting.
- Manage offers, GTM tags and data associated with Media Group online eCommerce and subscription system.

What You Will Need To Be Successful:

- Bachelor's degree (B.A.) from four-year college or university in Business, Marketing, Mathematics or equivalent preferred.
- Minimum of 5 years' experience with email marketing, marketing automation, web analytics and data science. Salesforce knowledge a plus.
- Excellent understanding of email marketing concepts and metrics such as sender score, deliverability and sender reputation.
- Strong ETL skills and capable of building enterprise-level jobs and transformations without direct supervision. Knowledge of Pentaho PDI a plus.
- Strong understanding of relational data concepts. Ability to write complex SQL statements.
- Knowledge of AWS environments such as Redshift, DynamoDB, S3 and Athena.
- Experience with Google Tag Manager, Google Analytics and Data Studio.
- Hands on knowledge of HTML and Javascript.
- Hands on knowledge of REST APIs preferred, data parsing and SFTP's.
- Experience with data privacy requirements of regulations such as GDPR, CCPA, etc.
- Knowledge of modeling tools such as SAS, SSAS, etc. a plus
- Salesforce email automation and marketing software certification or equivalent a plus.
- Highly analytical and able to derive meaning from data.
- Excellent writer and communicator (in both the written and verbal form).
- Extreme attention to detail, organized and process focused.
- Must be able to demonstrate previous experience by providing a broad sample base of previous work for review.
- Working knowledge of basic copyright, libel, slander and privacy laws.
- PC literate. Ability to operate Microsoft Office primary programs (Word, Excel, PowerPoint, Office) required.

- Ability to learn new programs relating to web publishing and email marketing. Familiarity with Salesforce or equivalents a plus.
- Ability to multi-task a variety of assignments successfully.
- Must show initiative and display a high pride of authorship.
- Loyalty to the Company and department in order to uphold the Company's mission and value statements and departments goals and objectives
- Excellent interpersonal skills.
- Strong organizational skills.
- Above average communications skills.

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>