



**PADI**

**SEEK ADVENTURE.  
SAVE THE OCEAN.™**

## **CRM MARKETING SPECIALIST**

PADI, the global leader in Ocean Exploration, is searching for a full-time CRM Marketing Specialist to join our 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!

The **CRM Marketing Specialist** will sit on the Consumer Marketing team supporting email initiatives, programs and campaigns in close collaboration with other cross functional teams. The ideal candidate is data-driven, detail-oriented and a multitasker ready to handle various projects simultaneously.

### **What You'll Be Doing**

- You will build email campaigns focused on engagement and retention, including but not limited to free-to-pay, winback and reengagement efforts.
- You will implement end-to-end customer journeys and ad hoc emails using Salesforce Marketing Cloud.
- You will execute thoughtful experimentation to unlock high-impact campaigns, and leverage automation to maximize engagement & retention throughout the customer lifecycle
- You will support the CRM team by keeping projects moving and documenting and following up on action items.
- You will run A/B tests and automation projects looking to maximize KPIs in various email campaigns and other CRM platforms.
- Communicate and work collaboratively with cross-functional teams including Operations & Analytics, Product Marketing, Project Management and other various teams.
- You will analyze campaign results, make recommendations & implement changes based on key findings.
- Attend relevant marketing meetings, record and distribute notes and manage follow-ups to ensure step-by-step completion.
- Update project management documents including calendars, timelines, and collaborative documents.
- Contribute creative ideas and participate in brainstorming throughout campaign planning.

### **Education & Experience**

- Min 2 yrs in journey planning and data structures for emails using Salesforce Marketing Cloud.
- Min 2 yrs working in a data analytics/database marketing function.
- You have 4+ years of CRM experience including email, push notification and other CRM channels.
- You have extensive experience building and executing complex CRM campaigns with multiple stakeholders.

- You have a solid understanding of basic HTML for email, email best practices & industry standards.
- You are comfortable setting up & executing campaign experiments (A/B, MV) to track business impact, analyzing the data and extracting key insights.
- Excellent written and verbal communication skills, proven ability to work collaboratively across multiple departments.
- Experience in project management, digital marketing and CRM programs.
- Proficient in Microsoft PowerPoint, Excel, Word, and Outlook
- Technically savvy and ability to pick up new tools quickly.
- Excellent at understanding and interpreting data.
- Innovative thinker, with proactive, take-charge attitude.
- Terrific people skills and ability to build trust among colleagues.
- Excellent organization, content development and problem-solving skills.
- Demonstrated ability to write technical and promotional copy.
- Possess passion, creativity and enthusiasm for assignments.
- Contributes a positive attitude to maintain a strong team culture.

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.

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 and salary requirements to [jobs@padi.com](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com). Applicants must possess the 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>**