



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

PADI, the global leader in Scuba Diver Training, is searching for a full-time **DIGITAL MARKETING CONSULTANT** in our Tokyo, Japan Regional Office. 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!

**Candidate qualification is contingent upon the ability to obtain the right to work in Japan.**

Reporting to the Digital Marketing Manager, the Marketing Consultant is responsible for the execution of PADI Japan growth and retention campaigns. Must be able to take the lead on campaign planning, execution and results evaluation. Skillset includes online and hard copy advertising across all platforms as well as face to face and online presentations within B2B marketplaces.

At PADI our products are a key element of our customer experience and business results. This new role will set the tone for our most visible product category and will require a professional who understands our customers in the Diving community and can draw on deep experience when leading a cross-functional team to help our customers through a digital transformation.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Design and implement B2B focused Marketing Strategy and tactics for assigned products and services from concept through to completion
- Track, measure, and analyse all initiatives, report on ROI and make recommendations for improvements
- Provide marketing solutions and independent creative thinking to communicate key messages across a range of channels
- Manage and improve lead generation campaigns including measuring results
- Execute online and print marketing campaigns
- Develop creative B2B based promotions and promotional collateral for PADI Members to utilize
- Communicate with and participate in out-of-hours meetings with other PADI Regional HQs as required
- Work alongside PADI Management to support and deliver regional campaigns relevant to PADI markets

### **Duties and Responsibilities include the following:**

- Implement Campaigns identified as integral to engaging and growing PADI Professional Member numbers to support corporate objectives and goals
- Implement annual Individual Member Renewal Campaign and track and measure results to meet and improve KPI's
- Implement strategic marketing campaigns to increase the number of PADI Divemasters and generate interest in becoming a Scuba Instructor
- Create and implement PADI Advanced Training Academy communications plan to encourage participation and development

## **QUALIFICATIONS**

- Native level fluency in Japanese and English
- Degree level qualification or equivalent in Marketing or Communications (Highly Desirable)
- Strong experience in a B2B marketing role (Essential)
- Experience handling marketing budgets and forecasting/reporting results (Desirable)
- PADI Instructor or above (Desirable)

## **WORK BASED COMPETENCIES**

- Professional marketing and business skills (Essential)
- Extremely analytical and be able to translate complex data into actionable and profitable marketing plans (Essential)
- Knowledge of the PADI system, products and market (Desirable)
- Understands and can deliver exceptional customer service (Essential)
- Business report writing and presentation skills in Japanese (Essential)
- Excellent interpersonal and communication skills (both written and oral) and the ability to communicate at all levels (Essential)
- Excellent organizational skills to work independently and manage projects with many moving parts (Essential)
- Problem solving skills (Essential)
- Excellent IT skills including Microsoft Office - Word, Excel & PowerPoint (Essential)
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content. (Essential)
- Excellent arithmetic and spelling skills (Essential)
- Conversant with popular Social Media Channels (Essential)
- Conversant with Wordpress (or similar) Blog platform (Highly Desirable)
- Web Design and HTML coding (Desirable)
- Working knowledge of basic copyright and privacy laws
- A passion and strong understanding of the industry and our business' mission
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions

## **SPECIAL REQUIREMENTS**

- **Eligibility to work in the PADI Regional Headquarters in Japan (Essential)**

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 29 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.

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 to [jobs@padi.com](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com).

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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>**