



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

PADI, the global leader in Scuba Diver Training, is searching for a full-time **DIGITAL MARKETING MANAGER** 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.**

PADI Japan is seeking goal oriented, highly organized, charismatic leader who empowers marketing staff by encouraging creativity, metrics-driven results and a positive work environment. Plans, directs and evaluates the marketing initiatives of PADI Japan Regional Headquarters products and/or services. The Digital Marketing manager will execute global and local campaigns across digital channels including email, app-marketing, and digital merchandising. In this role the successful candidate will manage project timelines and deliverables, and communicate effectively. Enthusiastically directs a dynamic marketing team and ensures successful execution of marketing plans to foster PADI's growth in its areas of key performance. A successful candidate will be able to manage project timelines and deliverables, and communicate effectively. The successful candidate be curious and willing to learn new tools, and bring new ideas to the team.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Ensure PADI Regional Headquarters annual Key Performance Indicators (KPI's) are met or exceeded in every key performance indicator in which they are prescribed.
- Collaborate with management and leadership of the Regional Headquarters to ensure RHQ planning is implemented timely through daily duties and responsibilities.
- Translate business strategy into product vision, requirements, roadmaps and lifecycle recommendations that affect pricing, promotion and positioning in Japan.
- Maintain an updated understanding of product perception and performance, and work closely with customer relations, field training, sales, marketing and analytics and others to help us all know what we need to do to help improve the customer's experience.
- Apply and implement global digital marketing initiatives established by the Global Marketing Team, across the Regional Headquarters region, to ensure profit, growth and expansion of company products and/or services on time and to specifications.
- Hands-on execution and coordination of marketing scopes--developing brand value propositions; copywriting for ads, articles, etc.; planning and working with designers for creative
- Execute global and local campaigns across product, content, and promotional campaigns  
Lead planning and execution of SEO, PPC, and Ecommerce initiatives. Executive global and local campaigns across digital channels including email, app-marketing, and digital merchandising.
- Create and implement regionally relevant marketing campaigns that align with global vision and directions, and align with our global brand.
- Together with the coordination of the Global Marketing Team, ensure all marketing plans, activations and campaigns are appropriately leveraged through the Regional Headquarters team.
- Direct marketing staff to conduct Online Digital Support Consultations (Precision 5 Marketing) for key members in Regional headquarters territory to grow the business at a store level.
- Develop and execute a robust competitive acquisition strategy in conjunction with RHQ Territory teams.

- Actively participate in, and develop RHQ marketing staff to conduct PADI business training programs (PADI Business Academy, Online Digital marketing support, Instructor Development Academy, Business Management Program) throughout the region.
- In conjunction with RHQ Territory teams, execute Key Account Management program with top stores in the region, and be a leader in the digital transformation movement in the industry.
- Support PADI Travel by implementing tactics to acquire stores into the Affiliate program
- Develop and execute annual plan to exhibit at relevant industry, travel or outdoor adventure trade shows and track conversion metrics for each show
- Lead RHQ Marketing Team in a razor-focused, collaborative, and positive way, helping each member achieve success in their territory
- Track and monitor effectiveness of each regional marketing initiative and maintain monthly reporting to evaluate ongoing marketing tactics
- Harmonize international marketing efforts by effective collaboration with global marketing teams and marketing peers in RHQs.
- Actively participate in international marketing team meetings and generate business development ideas and program concepts based on market data, research, insights, and experience.
- Interface with PADI Members, the Media, Consultants, Business Analysts, and other influencers of public opinion to convey the company's message.
- Prepare promotional material for other Executives as necessary.  
Develop new ideas and execute on high impact marketing programs across channels  
Track best practices, monitor industry trends, and become a digital Bar Raiser
- Constantly influence and deliver improved processes
- Understand brand guidelines & style guides, and apply them on a range of initiatives including localization of global campaigns

#### **Planning and Control:**

- Prepare, update and control marketing budgets, regularly reporting on performance against targets and provide variance analyses and revised projections.
- Research, analyze, and monitor financial, technological and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.
- Ensure effective control of marketing results and that objectives are within designated budgets.
- Oversee the planning, organization and execution of all consumer and trade shows throughout the year to support the organization's goals.
- Evaluate market reactions to marketing initiatives, campaigns, activations and promotions to ensure timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.
- Planning and execution of digital marketing campaigns

#### **Administration:**

- Prepare Monthly and Quarterly marketing metric reports.
- Actively participate in International Marketing meetings
- Coordinate the implementation, execution and maintenance of, marketing programs and strategies designed to attract new divers and keep divers active.
- Manage the PADI RHQ Marketing budget, including providing regular variance reports upon request.

- Assist in conducting marketing surveys to collect and analyze primary data on current and new product concepts and general customer trends.

### **Supervisory responsibilities**

- Foster a working environment that encourages employees to contribute ideas towards the improvement of overall businesses tactics and strategies and drives performance.
- Proactively work towards improving departmental and intra-departmental relations through the elimination of rivalries, misunderstandings, and conflict in support of a customer oriented versus internally oriented focus.
- Performs supervisory responsibilities in accordance with the organization's strategies, policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Motivate and provide recognition to the team as needed.
- Ensure that health and safety policies and procedures are effectively implemented within areas under your control and ensure the health, safety and welfare of employees.
- Effectively oversee the work product of, and directly supervise PADI's RHQ Marketing Team members

### **QUALIFICATIONS**

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Native level fluency in Japanese and English
- More than 3 years of digital marketing experience
- SEO strategy, banner display ads
- Facebook Ads Manager Skills
- Basic Google Ads Knowledge
- Google Analytics Experience
- Content Creation skills
- Excellent Communication and Organizational Skills
- PADI Open Water Instructor certification or above preferred.

### **EDUCATION and/or EXPERIENCE**

- Bachelor's degree (B. A.) from four-year College or university required, Marketing or Communications major preferred.
- M.B.A. in related field (Desirable)
- Minimum four years' experience in a management position in public relations and/or marketing with direct responsibility for advertising, promotions, and communications.
- Minimum five years management experience with supervisory responsibilities. (Essential)
- Minimum four years experience in dive industry/corporate environment.
- Extensive experience in Marketing with proved track record (Essential)
- PADI Instructor or above (Desirable)
- Experience of working internationally (Desirable)

### **WORK BASED COMPETENCIES**

- Professional marketing and business skills (Essential)
- Knowledge of the PADI system, products and market (Desirable)

- Ability to interpret and maximize the use of sophisticated market research data (Essential)
- Excellent organizational and prioritizing skills (Essential)
- Understands and can deliver exceptional customer service (Essential)
- Strong leadership and coaching skills (Essential)
- Business report writing and presentation skills (Essential)
- Excellent interpersonal and communication skills (both written and oral) with the ability to communicate at all levels (Essential)
- Problem solving skills (Essential)
- Strong organizational skills (Essential)
- Excellent IT skills including good working knowledge of Microsoft Word, Excel, Outlook and PowerPoint.

## **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>**