

PADI REGIONAL MARKETING (EMEA)

Job Description

Job Title: Marketing Executive

Department: EMEA Regional Marketing

Reports To: EMEA Regional Marketing Manager

Location: Bristol, UK (NB: This role is **not** suitable for fully remote working)

**SUMMARY**

Responsible for working directly with PADI Members to drive customer engagement, brand loyalty and

marketing campaigns to encourage certification growth in the EMEA market. Responsibilities include

assisting PADI Members with their marketing and business development initiatives, evaluating effectiveness

of the member’s current marketing campaigns or programs, recommend changes to improve online presence and performance, identify successful consumer trends and market opportunities that affect certification growth.

Support the PADI Pillars of change:

1. Ocean Conservation: Empower our community to take conservation action for global impact
2. Industry Sustainability: Reduce the global environmental footprint of the dive industry
3. People & Humanity: Foster diversity and inclusion in the dive industry and support local communities

One of the most significant ways we can honour our legacy and give back to current and future generations is to do our part to operate the PADI® organization responsibly, support a sustainable dive industry and protect the ocean on which all life depends. The PADI Pillars of Change are reflective of PADI’s core brand values and the commitments we hold for the betterment of people and planet. Actively pursuing a course of action to address ocean challenges by engaging local communities is critical for achieving balance between humanity and nature.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

To include the following (duties will be reviewed regularly and new duties may be assigned):

* Focus on driving awareness and demand for domestic or outbound tourism markets as directed by the Marketing Manager.
* Provide marketing support to PADI Territory Directors, Regional Managers and Regional Training Consultants to strategically grow and retain PADI retail and resort members through prescriptive business, training, and marketing support.
* Collaborate closely with the PADI Global Marketing team to deliver consumer marketing campaigns at a regional level in priority EMEA markets, online and offline, to drive diver acquisition and continued education certifications.
* Produce and communicate member marketing resources that support business goals, including: Marketing Toolkits, Precision Marketing consultations, Live Webinars and ‘how to’ guides.
* Source and manage regional marketing partnerships to drive brand awareness and diver acquisition in priority markets.
* Collaborate with the Events Project Manager to support in region dive industry shows and marketing events.
* Provide expertise and hands on support regarding sales promotions, consumer promotions, materials, and promotional presentation materials, sales collateral and sales aides and to assist with PADI Member related KPIs including but not limited to: PADI Membership renewal, insurance, PADI Travel, PADI Club and PADI Gear.
* Partner with the PADI Social Media, Editorial and Public Relations Teams to source and secure EMEA content for strategic communications opportunities.
* Manage PADI EMEA’s marketing translations process with our network of translators across: French, Spanish, German, Italian, Dutch, Polish and Arabic.
* Have a solid understanding of and be able to communicate PADI products, services, and programs.
* Stay on top of dive and travel industry trends within the EMEA region.
* Must be available for consumer shows, PADI Business Academies, public speaking events and other

travel as related to the position.

**OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITES / REQUIREMENTS**

Comply with all company OH&S policies and procedures.

* Cooperate with management in anything that they do or require, to ensure a safe workplace.
* Perform all work duties in a manner which ensures individual health and safety and the health and safety of others.
* Take reasonable care for the health and safety of people within the workplace who may be affected

by your actions.

**QUALIFICATIONS EDUCATION and/or EXPERIENCE**

* Completed a relevant marketing/communications degree.
* 5+ years’ experience in a marketing/communications role preferred.
* Experience using Canva and/or Adobe CS experience preferred.
* Digital Marketing skills including SEO & SEM optimization, online advertising, email marketing, social media marketing and basic HTML editing are required.
* Strong business acumen and ability to adhere to budgetary requirements.

**MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.

**LANGUAGE SKILLS**

Fluency in English is essential

Fluency in another core member /consumer EMEA language is desirable: German, Spanish, French or Italian.

**CERTIFICATES, LICENSES, REGISTRATIONS**

PADI certification preferred but not essential.

**OTHER SKILLS AND ABILITIES**

* Strong organization, project development and management skills with attention to detail.
* Strong written and verbal communication skills.
* Demonstrated ability to write technical and promotional copy, including online.
* Ability to communicate effectively with all levels of management and staff.
* Self-starter able to work with minimum supervision, problem solver.
* PC, email, and internet literate.
* Presentation skills.
* Dedication to customer service and satisfaction.
* Possess passion, creativity, and enthusiasm for assignments.

*The role is based in Bristol, UK with the option for hybrid working (i.e. split between working at home and the Bristol office). The role is not suitable for permanent remote working. Commencement of employment is conditional upon the right to work in the UK.*