



**PADI**

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

## **CONTENT CREATION SPECIALIST**

PADI, the global leader in Ocean Exploration, is searching for a full-time CONTENT CREATION SPECIALIST to join the PADI Media Group team in Winter Park FL. 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!

PADI Media is part of the PADI Family of Brands designed to engage and inspire PADI divers to travel, dive and buy more scuba diving goods and services and to attract new ocean ambassadors to the sports of scuba diving and freediving.

This highly organized, self-starting team player will help edit and produce content for all public-facing media platforms for *Scuba Diving* magazine. These include but are not limited to digital platforms, print magazines, social media and other channels as needed. The ability to create engaging and inspiring content—as well as to edit with an eye for detail—is essential to success.

The position will work closely with the Senior Content Manager to plan, execute, track and report on all digital and social content in order to meet established audience growth and monetization goals. It will also require working closely with other team members, including the Managing Editor, ScubaLab Director, outside consultants, and employees from other PADI Departments.

### **What You Get To Do**

- Write original content for web, print features, social media stories/posts, videos and PADI Club communication.
- Solicit, review, assign and edit web content from external contributors adhering to the department's monthly budget.
- Plan ScubaDiving.com's content calendar, scheduling publishing plan for both digital-only articles and digital runs of print stories.
- Oversee digital migration of print stories, including SEO-optimized headlines and summaries.
- Facilitate distribution of ScubaDiving.com articles on social platforms and assist with the production of social media content.
- Craft and execute external promotion of *Scuba Diving*'s key annual reader engagement programs, Readers Choice and the Photo Contest, from soliciting reader input to publicizing the results.
- Track and report monthly key performance indicators for ScubaDiving.com and the *Scuba Diving* social channels.
- Assist with editing and crafting content for the print editions of *Scuba Diving* magazine.
- Develop internal pitches and then execute robust, multi-channel features and content distribution to inspire and motivate PADI Media audiences with adventures, photography and video stories.
- Work toward meeting and surpassing monthly traffic goals for pageviews and unique visitors through the use of SEO, best practices and journalism training.

- Build key content campaigns around strategic targets.
- Curate and edit weekly e-newsletters for the dive websites.
- Assist with on-site testing of dive gear in Central Florida Springs and other locations as needed.

**What You Will Need To Be Successful:**

- Bachelor’s degree in journalism, communications or a related field
- Excellent communication skills, particularly in online writing and editing
- Experience with content management systems (Drupal experience a plus)
- Experience editing in a professional publishing setting
- Ability to multitask and prioritize work schedules
- Dive certification or willingness to become certified
- PADI Open Water Diver certification is preferred but not required.
- Ability to communicate effectively with all levels of management and staff
- Ability to remain diplomatic with all interactions, external and internal
- Demonstrated ability to write technical and promotional copy
- Strong organization, project development and management skills
- Self-starter able to work with minimum supervision; problem solver
- PC/Macintosh, e-mail and internet literate
- Dedication to customer service and satisfaction
- Entrepreneurial mindset

Founded in 1966, PADI has grown consistently through our 57 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. 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](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://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>**