GLOBAL GRAPHIC DESIGNER

PADI, the global leader in Ocean Exploration, is searching for a full-time Graphic Designer to join our global consumer marketing team at our offices in Rancho Santa Margarita CA. 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!

Hybrid Work Schedule

Reporting to the Creative Director at PADI Worldwide, the Global Graphic Designer plays an integral role on the PADI Creative Services team supporting the Global Creative Director to visualize, design and generate graphic materials that support our global marketing team and our members. The Global Graphic Designer is responsible for the creative development of marketing collateral for both B2C and B2B audiences, working across print, video and web. They are a brand guardian, ensuring that all creative developed is in-line with brand guidelines and consistent across the brand landscape. Working cross-functionally this role will help develop strategic and tactical campaigns and other marketing initiatives from concept to finish.

What You Will Do

- Responsible for continuously maintaining the company’s brand aesthetics, internally and externally at the highest quality level.
- Must be able to work independently, communicate design needs and manage all assigned jobs within deadline.
- Understands and maintains the company’s visual representation in all aspects of design including typography, composition, and color.
- Maintains a strong understanding of PADI training standards and provides quality assurance on all deliverables.
- Facilitates the marketing and communications team in delivering marketing tactics, providing multiple high quality creative assets across all brand channels.
- Maintains a positive attitude and works collaboratively with global marketing team members on design deliverables and revisions so that PADI meets the needs of consumer and member.
- Produces campaign creative in line with brand styles and look and feel.
- Creative asset builds include (but not limited to): print advertisements, logos, icons, certificates, brochures, flyers, sales sheets, interactive forms, trade show materials, apparel/product, emails, enewsletters, web ad/banners, landing pages, modals, slide decks, and social graphics.
- Manage graphic assets and photo libraries, and be the go-to person for colleagues looking for corporate assets and photography.
- Maintains up-to-date knowledge of design, trends, apps and software in order to heighten creativity and efficiency.
- Works collaboratively with other designers to develop creative for various marketing campaigns.
- Assist on marketing related photo shoots as needed or requested.

What You Will Need To Be Successful:

- Minimum 4 years experience working as a Graphic Designer
Professional level knowledge in Adobe creative suite, including (but not limited to) Photoshop, InDesign and Illustrator

Knowledge of print processes, and the setup of artwork for commercial print & publishing.

Experience with design for large format printing (trade show stands, billboards, signage, pop display and wraps).

Strong typography skills. The role involves inserting translations into artwork whilst ensuring a consistent style across all languages.

Working in cloud based web/mobile design (Sketch or Figma) a plus, but not essential.

Video experience a plus, but not essential.

UX/UI experience a plus, but not essential.

HTML knowledge a plus, but not essential.

Experience in designing branded merchandise, and an understanding of the manufacturing processes, including the use of pantone colors in artwork.

Photography, compositing, color correction, and basic RAW photo editing skills required.

Illustration skills a plus, but not essential.

Ability to manage multiple projects with high pace deadlines and prioritize job requests accordingly.

Strong attention to detail and concise communication is a must.

The ability to prepare art files for final output of all types - offset printing, digital printing, and interactive.

Degree or certificate in graphic design/communications or equivalent in trade school or work experience.

Minimum 4 years experience on Mac hardware

Passionate about the dive industry, and conservation efforts

Ability to work flexible hours and attend virtual meetings for global integration

PADI Open Water certification or equivalent a plus, but not essential.

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. To learn more about our company visit us at 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