



**PADI**

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

## **MARKETING CAMPAIGNS MANAGER**

PADI, the global leader in Ocean Exploration, is searching for a full-time **MARKETING CAMPAIGNS MANAGER** at our offices in Orlando Florida. 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 Club is part of the PADI Family of Brands designed to support the diver lifestyle, motivate existing PADI divers to dive more often and attract new ocean ambassadors to the sports of scuba diving and freediving.

Focusing on the PADI diving consumer, PADI Club is a membership and multi-media organization that interfaces with members, internal PADI departments as well as external support vendor organizations.

The Marketing Campaign Manager will play a pivotal role in strategizing, executing, and optimizing marketing campaigns that engage our target audience and enhance brand visibility. Your creative flair, analytical acumen, and passion for the scuba diving industry will be instrumental in crafting impactful campaigns that resonate with divers and enthusiasts worldwide. Reporting directly to the Publisher, the MCM will collaborate with cross-functional teams to ensure seamless campaign execution and contribute to achieving our business objectives.

Hybrid work schedule.

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

**While supporting the PADI Pillars of Change: Ocean Conservation, Industry Sustainability, and People & Humanity you will:**

- Collaborate with sales to develop comprehensive marketing campaign strategies aligned with overall business goals.
- Assist in developing client presentations and sales collateral, while actively participating in team-based selling efforts.
- Continuously monitor scuba diving industry trends, analyze competitor actions, and stay informed about emerging marketing strategies to sustain a competitive advantage.
- Administer and oversee the processing of sales contracts, as well as the maintenance and management of client accounts within AdPoint and JIRA systems.
- Initiate asset requests, establishing clear deadlines to ensure timely execution. When dealing with substantial programs or client requests, formulate alignment documentation if necessary.
- Engage in collaborative efforts with clients to conceive and develop captivating content, visuals, and marketing materials for campaign initiatives.
- Implement and manage end-to-end marketing campaigns across various channels, including web, social media, email and print.

- Remain accessible to address client inquiries regarding assets specifications and material needs.
- Monitor campaign performance, analyze key metrics, and make data-driven optimizations to improve conversion rates and ROI.

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

- Bachelor's degree in marketing, communications, or related fields
- 3-5 years of related job experience
- Strong problem-solving skills
- Excellent communication, project management, and organizational skills.
- Passion for scuba diving or a genuine interest in underwater activities is a plus.
- In-depth knowledge of running B2C campaigns
- Ability to manage several marketing campaigns simultaneously.
- A good understanding of current marketing trends
- Strong written and oral communication skills
- Creative mindset with the ability to translate ideas into impactful marketing materials.
- Data-driven approach to decision-making, with the ability to analyze and interpret campaign performance metrics.
- Demonstrate outstanding proficiency in delivering exceptional customer service.
- 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, email and internet literate
- Dedication to customer service and satisfaction
- Entrepreneurial mindset
- PADI Open Water Diver certification preferred but not required

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>**