



Job Title: Global Marketing Campaign Executive – PADI Media
Department: PADI Club & Media
Reports To: Senior Campaign Manager
FLSA: Exempt
Job Code: TBD

Date Last Reviewed and or Revised:
09-2026

SUMMARY

PADI Club & Media 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 scuba diving and freediving.

The PADI Club & Media team is dedicated to highlighting inspirational stories from the world of diving, and keeping divers informed and confident with the latest news and guides to the best gear, destinations and dive education experiences around the world.

The Global Marketing Campaign Executive (PADI Media) owns the day-to-day execution, delivery, and optimization of assigned partner and internal marketing campaigns across digital, print, email, social, and sponsored content channels. Working from campaign objectives, approved plans, and initial requirements established by the Sales team, this role coordinates campaign deliverables, manages timelines and oversees launch readiness, monitors delivery and performance, and serves as a key point of contact for partners and internal stakeholders throughout execution.

This role is accountable for ensuring assigned campaigns are executed accurately, efficiently, and on schedule. This role requires strong organization, attention to detail, analytical thinking, and sound judgment to resolve issues, coordinate resources, communicate risks, and recommend adjustments within established campaign objectives and guidelines.

WHAT YOU WILL DO

(Other duties may be assigned)

Campaign Execution & Delivery

- Own the day-to-day execution and delivery of assigned partner and internal marketing campaigns, taking campaigns from initial handoff through launch, fulfillment, optimization, and reporting.
- Initiate asset requests, establishing clear deadlines to ensure timely execution. When dealing with substantial programs or client requests, formulate alignment documentation if necessary.
- Coordinate with partners and internal teams to ensure campaign assets, approvals, and deliverables are completed accurately and on schedule.

- Manage campaign deliverables across digital, print, email, social, and sponsored content channels, ensuring execution aligns with approved campaign commitments.
- Review campaign materials, creative assets, URLs, tracking elements, and other deliverables for accuracy, functionality, brand alignment, and compliance with campaign requirements before launch.
- Maintain clear communication regarding campaign status, upcoming milestones, outstanding deliverables, risks, and resource needs.
- Remain accessible to address international client inquiries regarding assets specifications and material needs.

Campaign Performance & Optimization

- Monitor campaign delivery and performance across applicable channels, identifying pacing, placement, engagement, or other delivery issues.
- Evaluate campaign results against established objectives and recommend adjustments to improve performance or address under delivery.
- Troubleshoot campaign issues, evaluate available solutions, and coordinate resolution with internal teams, partners, and other stakeholders.
- Escalate issues that require changes to campaign scope, strategy, commercial commitments, or resources to the Senior Campaign Manager and appropriate stakeholders.
- Prepare campaign summaries, performance analysis, and recommendations for internal stakeholders and external partners.

Partner & Cross-Functional Collaboration

- Serve as a primary point of contact for assigned external partners during campaign execution, providing guidance on deliverables, timelines, approvals, assets, performance, and issue resolution.
- Coordinate with the Sales team and Senior Campaign Manager to ensure campaign handoffs include the information, requirements, and approvals necessary for successful execution.
- Collaborate with sales, marketing, ad operations, editorial, and other cross-functional teams to execute campaigns aligned with approved business, revenue, audience, and partner objectives.
- Assist in the development of campaign strategies and program recommendations, including evaluating channel mix, campaign structure, deliverables, and opportunities to improve performance.
- Provide campaign expertise and recommendations to sales and internal stakeholders in support of proposals, renewals, upsell opportunities, and other partner initiatives.
- Manage competing priorities across multiple assigned campaigns, determine appropriate sequencing, and escalate issues when decisions fall outside established guidelines or approved campaign parameters.

Campaign Operations & Process Improvement

- Manage campaign documentation, insertion orders, budgets, billing requirements, and related records to support accurate campaign delivery and financial administration.
- Maintain campaign and client information in Jira, Adpoint, and other applicable systems, ensuring information is accurate and supports effective campaign management.

- Ensure campaign records, deliverables, status updates, and performance information are maintained consistently throughout the campaign lifecycle.
- Identify opportunities to improve campaign workflows, operational efficiency, accuracy, scalability, and partner experience.
- Develop and implement process improvements within established guidelines and recommend changes to campaign workflows and operating practices.
- Analyze campaign and operational information to identify trends, recurring issues, and opportunities for improvement.
- Support internal marketing initiatives, including brand campaigns, audience growth efforts, and product launches, by providing campaign planning and execution expertise.

WHAT YOU WILL NEED TO BE SUCCESSFUL

Education and Experience

- Bachelor's degree in Marketing, Advertising, Communications, Business, or a related field.
- 3+ years of experience in marketing operations, advertising, campaign management, media, client services, or a related field.
- Experience independently managing multi-channel marketing campaigns from planning through execution and reporting.
- Experience evaluating campaign performance and making recommendations to improve results.
- Experience working with external partners, clients, vendors, or cross-functional teams in a media, agency, publishing, or marketing environment.
- Experience with campaign management, ad trafficking, project management, and/or marketing analytics platforms.

Skills and Competencies

- Strong campaign management and project management skills, with the ability to independently manage multiple campaigns, priorities, and deadlines.
- Strong analytical and problem-solving skills, with the ability to evaluate information, identify issues, and recommend appropriate solutions.
- Ability to exercise sound judgment and make decisions within established business objectives and guidelines.
- Excellent written and verbal communication skills with a professional, client-focused approach.
- Ability to interpret campaign requirements and translate business and partner objectives into effective execution plans.
- Ability to collaborate and build effective working relationships with cross-functional teams and external partners.
- Strong attention to detail and commitment to quality, accuracy, and campaign performance.
- Ability to identify process improvements and implement practical solutions.
- Technical proficiency with campaign management, project management, analytics, and standard office productivity tools.
- Entrepreneurial mindset with initiative, accountability, and a focus on continuous improvement.

WHAT WILL MAKE YOU STAND OUT

(Preferred but not required)

- Experience with Jira, Adpoint, or other ad trafficking and campaign management platforms.
- Experience in digital media, agency, or publishing environments.
- Demonstrated ability to write technical or promotional copy.
- PADI Open Water Diver certification.
- Passion for scuba diving or interest in underwater activities.
- Experience leveraging AI to optimize daily productivity and automated workflows.