



## **AFFILIATE MARKETING MANAGER—PADI TRAVEL**

PADI Travel is searching for a full-time AFFILIATE MARKETING MANAGER at our EMEA Regional Headquarters located in Bristol, UK. 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 Travel is the ultimate online travel agency for divers. Launching as one of the world's leading online travel providers for divers, PADI Travel enables divers to easily and conveniently research, compare and book dive vacations anywhere in the world. Catering to groups and individual travelers alike, PADI Travel combines the best of online booking with concierge-level travel consultancy, offering:

- The highest customer satisfaction with expert customer support 24 hours a day, 7 days a week.
- One of the largest selections of liveboards and dive destinations in the market.
- Dedicated dive travel experts with in-depth dive knowledge and experience to provide personalized advice.
- Eco-friendly trip options to help people dive with a purpose.

Explore [travel.padi.com](http://travel.padi.com) to discover all that PADI Travel offers to the dive community.

We're looking for an exceptional relationship builder and a structured marketer who can take ownership of our affiliate marketing strategy. You'll independently build, launch and grow our offering for affiliates and partners. You'll structure our affiliate programs, recruit new affiliates and increase their engagement and the revenue they generate.

As an experienced marketer, you bring a wealth of knowledge and hands-on experience in affiliate marketing, outreach and relationship management. You are digital native, technically-minded and data-driven, comfortable taking initiative.

This is a great opportunity to play a pivotal role in the development a world-class affiliate strategy and make a meaningful impact on the future of the business as a whole through the following areas of responsibility:

- Lead our affiliate marketing strategy and drive sales and traffic growth.
- Plan, build and scale global affiliate programs to optimise our offering.
- Plan, execute and scale our affiliate recruiting program to grow our affiliate network.
- Plan, execute and optimise our relationship management programs to keep affiliates engaged and help them generate sales.
- Own the technical tracking infrastructure and ensure optimal reporting is in place.
- Increase ROI by helping affiliates designing, deploying and analysing A/B split tests across content, channels and targeting.
- Continually refine the affiliate marketing processes, procedures, metrics, and tools.
- Create and present weekly, monthly and quarterly reports and analysis.

Keep abreast of newest trends and innovations in the travel industry with a strong understanding of current and future online marketing concepts, strategies and technologies.

Our ideal candidate will have the following experience, demonstrated skills, and education to qualify for the role:

- Significant hands-on experience and proven track record of driving growth by creating new, engaging affiliate programs.
- Significant hands-on experience and proven track record of driving growth by recruiting new affiliates and partners.
- Outstanding relationship building skills, growing, managing and influencing affiliates. You already have an established network of affiliates and bloggers.
- Technically-savvy and digital native, capable of working with third-party affiliate tracking tools, autonomously editing and implementing tracking tags and capable of becoming a power user of new online tools within a few days.
- Independent and self-motivated, you don't require constant feedback and you have a secret love for perfection and attention to details.
- Basic knowledge of HTML, CSS and Javascript.
- Flawless written and spoken English communication skills.
- Being a scuba diver, ideally a PADI Divemaster or PADI Dive Instructor.

In addition to these qualifications, the following attributes would be desired:

- Experience in the travel, hospitality or ecommerce industry.
- Basic knowledge of graphic design and image editing.
- Fluency in other languages

If this job sounds interesting to you and you meet these requirements described above we'd like to get to know you! Please go to <https://padi.breezy.hr/p/1a44222b065601-affiliate-marketing-manager> to submit your CV and express your interest in the role.

To learn more about our company visit us at [www.padi.com](http://www.padi.com).