



EMAIL MARKETING STRATEGIST—PART TIME

PADI, the world leader in Scuba Diver Training, is searching for an EMAIL MARKETING STRATEGIST—PART TIME at our corporate headquarters in Rancho Santa Margarita. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary, scuba diving training and a lot of great employee activities throughout the year. We are an exceptional company seeking exceptional people to join our team!

PADI is an Equal Opportunity Employer and our employees voted the company to be one of the Top Workplaces in Orange County in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015.

WHAT THE EMAIL MARKETING STRATEGIST DOES

The eMail Marketing Strategist will create and implement email marketing campaigns to promote PADI products or services to increase customer engagement, leads and conversions globally. They will analyze the effectiveness of each email campaign and make recommendations to increase customer engagement and improve sales as well as determine and establish email marketing tracks and clear call-to-actions and adjust as necessary to maximize campaign performance. Additionally they will develop and distribute campaign performance reports and make recommendations for future testing and campaign refinement. They will also review and revise email copy to conform with email marketing best practices. Spoken and written Spanish and/or Portuguese fluency is a plus.

Included in duties and responsibilities:

- Evaluate current email communications and suggest strategic and tactical improvements to increase diver conversion rates.
- Collaborates with marketing consultants and MarCom management to ensure efforts are consistent with individual product, program or service marketing plans.
- Populates standardized responsive email templates to ensure usability across all devices.
- Develops database queries in email marketing software and recommends market segmentation for testing and performance improvement based on email metric analysis.
- Analyzes performance of email campaigns and makes recommendations to improve deliverability, open rates, click-through rates, lead generation and conversions.
- Tracks and analyzes performance and prepares reports for MarCom management and staff.
- Stays informed and current on email marketing, marketing automation and behavioral marketing technology trends and best practices.
- Reviews and revises copy to ensure all work exhibits email marketing best practices while following PADI style, editorial policies and standards.
- Business savvy and strategically focused on improvement and optimization.
- Provide back up on social media monitoring.
- Completes special projects and other duties as assigned.

EDUCATION, SKILLS AND EXPERIENCE

- Bachelor's degree (B.A.) from four-year college or university in Marketing, Communications, English, or equivalent preferred.
- Minimum of 2 years of experience with email marketing, strategy and marketing automation.
- Excellent understanding of email marketing concepts and metrics including deliverability and sender reputation.
- Highly analytical and able to draw conclusions from email testing results.
- Excellent writer and communicator (both written and verbal).
- Extreme attention to detail, organized and process focused.
- Must demonstrate previous experience with a broad sample of previous work.

- PADI Divemaster or Instructor rating (or higher) a plus.
- Working knowledge of basic copyright, libel, slander and privacy laws.
- PC literate. Ability to operate Microsoft Office primary programs (Word, Excel, PowerPoint, Office) required.
- Ability to learn new programs relating to web publishing and email marketing. Familiarity with IBM Marketing Cloud (Silverpop) or equivalents a plus.
- Ability to multi-task a variety of assignments successfully.
- Must show initiative.
- Loyalty to the Company and department in order to uphold the Company's mission and value statements and departments goals and objectives.
- Excellent interpersonal skills.
- Strong organizational skills.
- Above average communications skills.

This position is located at PADI's Rancho Santa Margarita location and relocation is not available.

If this job sounds interesting to you and you meet these requirements described above we'd like to get to know you!

Please e-mail your resume & salary requirements to jobs@padi.com, or fax your resume & salary requirements to 949-267-1263. To learn more about our company visit us at www.padi.com.