



TEMPORARY MARKETING CONTRACT  
(MATERNITY COVER)  
PADI EMEA

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- **Description:** PADI EMEA Marketing Manager (Maternity Cover)
  - **Reporting to:** Vice President Finance & Operations, PADI EMEA, and Chief Brand & Membership Officer, PADI Worldwide
  - **Estimated length of contract:** 12 months, from May 2021
  - **Location:** Bristol, UK / open to remote working for the right candidate
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### **ABOUT PADI**

PADI® (Professional Association of Diving Instructors®) is the world's largest and most popular diver organization with a global network of 6,600 dive centers and resorts and more than 128,000 professional members worldwide. Issuing more than 28 million certifications to date, PADI enables people around the world to seek adventure and save the ocean through underwater education, life-changing experiences and travel. For over 50 years, PADI has undeniably been The Way the World Learns to Dive®, maintaining high standards for dive training, safety and customer service, monitored for worldwide consistency and quality. With a longstanding commitment to environmental conservation, PADI is leading the way for millions of people to actively explore, steward and protect the ocean through its course offerings and partnerships with like-minded, mission-driven organizations. PADI embodies a global commitment to ocean health with its mission to create a billion torchbearers to explore and protect the ocean. To Seek Adventure. Save the Ocean. [www.padi.com](http://www.padi.com)

Our four corporate primary objectives are:

1. Safe and responsible diver acquisition and retention
2. Member acquisition and retention
3. Financial prosperity
4. Global operational alignment

**PADI EMEA wish to invite expressions of interest from marketing professionals to undertake a fixed term Marketing Manager contract.**

We are looking for a goal orientated, highly organized and personable 'marketing all-rounder' who has the passion, professionalism and expertise to lead the EMEA Marketing team and deliver ambitious results. Working in close collaboration with the EMEA Field Services team, global Brand and Membership team and global Consumer Marketing team, the right person will be hands on in the planning, execution and measurement of all EMEA consumer and member marketing activities.

### **CORE RESPONSIBILITIES**

- Ensure PADI Regional Headquarters annual Key Performance Indicators (KPI's) are met or exceeded across diver certifications, membership retention and acquisition.
- Collaborate with EMEA leadership team to ensure RHQ planning is implemented in a timely manner through daily duties and responsibilities.
- Reporting to the Chief Brand & Membership Officer, PADI Worldwide, provide regular KPI progress updates and be available to collaborate with the global Brand and Membership team, including regular evening meetings.
- Manage the EMEA marketing budget, regularly reporting on performance against targets and providing variance analyses and revised projections.
- Effectively manage the RHQ Marketing Team, creating a positive working environment that

- encourages employee growth and development and maintains a high performing team.
- Perform team supervisory responsibilities in accordance with the organization's strategies, policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Manage the scheduling, content creation and localization of all member communications in nine core B2B languages across email, social media, and print and website channels.
- Provide strategic direction and support to the EMEA Marketing Executives to deliver bespoke Marketing consultations to PADI 5\* dive centers and onboarding marketing consultations to all new PADI dive centers.
- Create and deliver best-in-class marketing tools and resources for PADI Members, leverage technology to deliver them effectively, and measure use/adoption by dive centers.
- Deliver PADI's 'quarterly boost' initiatives to deliver effective marketing campaigns, tools and resources to members in the EMEA region. Produce campaign toolkits in Canva and launch these to the membership, providing training to integrate these tools and resources into their marketing.
- Manage the UK, German and Spanish PR agencies in strategic collaboration with the PADI Global PR Manager, to deliver pitched media coverage across target publications, tracking and reporting monthly and amplifying with members where relevant.
- Regionally execute *Dive Local* marketing efforts to drive certification recovery in domestic marketing, using inspirational localized content to reach and engage a target audience of divers and non-divers.
- Deliver marketing support for live and recorded PADI Member Business, Training, and Marketing Webinars to achieve registration and attendee regional goals.
- Build marketing bench strength, by facilitating staff training on key marketing/technology tools, providing growth opportunities and creating an energetic and enthusiastic team environment with accountability
- Provide expertise and hands on support regarding sales promotions, consumer promotions, materials, and promotional presentation materials, sales collateral and sales aides and to assist with PADI Member related KPIs including but not limited to: PADI Membership renewal, insurance, PADI Travel, PADI Club and PADI Gear
- Deliver regular reports in respect of: campaign marketing results, performance against budget and membership retention and acquisition goals.
- Produce physical marketing support for PADI EMEA members, working in collaboration with the Graphic Design, Supply Chain and Warehouse teams to create and facilitate PADI branded merchandise.
- Organize in collaboration with our event producer, and attend key industry and consumer events in priority markets, including, but not limited to; Boot Düsseldorf, Salon de la plongee in Paris and The European Dive Show in Italy.
- Source and manage regional paid and / or co-marketing partnerships that support regional goals.
- Develop and execute a robust competitive acquisition strategy in conjunction with global RHQ Marketing and Territory teams.

## **QUALIFICATIONS AND REQUIREMENTS**

- Fluent in written and spoken English (Essential)
- Bilingual ability in an additional language (Preferred)
- Degree in Marketing or Communications or equivalent level of experience (Essential)
- 8+ years' experience in creating, implementing and managing successful Marketing strategies across multiple disciplines, including: email marketing, digital marketing, social media, PR, branding, partnerships and events (Essential)
- Extensive B2B and B2C marketing experience (Essential)
- Minimum five years management experience with supervisory responsibilities (Essential)
- Experience working internationally (Essential)
- PADI diver / pro certified (Preferred)
- Experienced in core business and marketing tools: Salesforce, Wordpress, Wrike, Facebook Business, Google Analytics, Tableau, Drupal, Canva (Preferred)

***If you are interested in applying, please send your CV and covering letter to Rachel Croft, PADI EMEA Marketing Manager - [rachel.croft@padi.com](mailto:rachel.croft@padi.com) no later than 9<sup>th</sup> April 2021.***