



PRODUCT MANAGER--CERTIFICATIONS

PADI, the world leader in Scuba Diver Training, is searching for a full-time **PRODUCT MANAGER--CERTIFICATIONS** 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 and outstanding benefits that include low cost robust health benefits, the option to work a 9/80 flex schedule, generous time off, scuba diving training and a lot of great employee activities throughout the year. We are an exceptional company looking for 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 DOES THE PRODUCT MANAGER--CERTIFICATIONS DO?

The ideal candidate for this exciting new role will possess the insight and ability to manage the PADI certification product throughout its lifecycle. They will gather and prioritize product requirements, define the product vision, design user interface in conjunction with the UX team, influence pricing and positioning of the product and conduct ongoing analysis and monitoring of product health. They will work closely with Product Development and Design to deliver and maintain successful quality products. The Product Manager is expected to excel in three different disciplines; Product Design, Product Management, and Project Management.

PRIMARY RESPONSIBILITIES:

- Be an expert on customer needs for all levels of certification including Entry-level (Discover Scuba Diving, Scuba Diver, Open Water) and Continuing Education (ReActivate, Advanced Open Water, Rescue, Freediving, Emergency First Response, Tech Diving) certification category - Conduct interviews with prospects, customers (diver and member), and internal PADI personnel to gather information on customer and PADI internal objectives, processes, problems and opportunities
- Define the product strategy and roadmap, consulting with Regional Heads, Marketing, and V.P. of Product Management to develop long range strategy, projections, and marketing plans and communicate to all stake holders as appropriate
- Develop and maintain personas for product users
- Create product documentation with the intent of improving scope clarity, user experience and efficiency including user and domain analysis, function and feature lists and justifications, requirement analysis and use cases, form and behavior guides for user interface design, reporting and error definitions, and data exchange file formats, etc.
- Conduct reviews with stakeholders (internal and external) and iterate based on their feedback.
- Be an expert on the competition - Provide in-depth market, industry and competitive analysis and positioning
- Develop and maintain personas of product users and coordinate with Marketing to develop the core strategy, positioning and messaging for the product
- Work with Marketing to generate internal FAQs and tools to educate and train the Sales, Training, and Customer Services staff
- Assist in developing pricing and packaging strategies as needed
- Assist in evaluating external third parties to assess partnerships and licensing opportunities

- Help the Product Development and Design team understand customer expectations for usability, experience and product operation
- Coordinates with the software engineering, product development, project management, and QA to create an implementation schedule
- Focus on consistently reducing cost of service of products without sacrificing quality and user experience
- Constantly monitor all diver level certification categories and take action to improve any undesired product performance.
- Monitor and prioritize product bag log in Jira and communicate bi-weekly release updates
- Monitor churn, and collaborate on retention strategies
- Monitor Membership engagement at the feature level of PADI Club and drive continuous improvement and sign up through the conversion funnel
- Perform product usability testing and iterate results into the product

QUALIFICATIONS:

Required:

- 3-5 years of experience in the product management field designing and documenting new products, complex business processes and software solutions.
- Well-documented user interaction design experience for web and non-web based applications and digital products
- A proven track record overseeing the development, design and ongoing management of products. Superior communication skills are a must! The ideal candidate must be able to clearly express technical concepts and detailed software and traditional (paper) product and program design and scenarios to a variety of audiences, technical and non-technical. This requires skill in written and oral and graphical communication.
- Experience managing web-based technology products, from development through launch
- Ability to recognize business value and opportunities
- Ability to interact with client's business users and strong client expectation management skills
- Travel: up to 20%
- Empathy with users, their needs, and their aspirations and enthusiasm for creating quality user experiences
- Proven ability to influence cross-functional teams without formal authority

Desired:

- Experience in both the traditional (paper, plastics) and electronic delivery (web and native app) categories
- Experience managing non-technology products
- Experience with Learning Management Systems, and online education
- Familiarity with scuba diving
- Familiarity with Goal-Driven design methodology or a similar approach that puts the needs of the user at the forefront of product design.

EDUCATION & TRAINING

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

If all of this sounds fun and 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.