



LOYALTY MARKETING COORDINATOR

PADI, the global leader in Underwater Exploration, is searching for a full-time **LOYALTY MARKETING COORDINATOR** at our regional headquarters in Rancho Santa Margarita, California. 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!

This is a hybrid schedule role, requiring 2 days per week on site in our offices.

Reporting to the Program Manager, Growth & Marketing at PADI Worldwide, the Loyalty Marketing Coordinator will support priority growth initiatives with a particular focus on PADI Club, to deliver on diver membership goals and a compelling and differentiated member experience. This individual will support the PADI Club team by executing on both consumer marketing and B2B marketing campaigns and activations designed to drive acquisition and retention of the diver membership base. The ideal candidate is a creative multitasker, curious, detail-oriented, and ready to handle many diverse projects at once.

What You'll Be Doing

- Support the delivery of Club KPIs through campaign execution and tracking.
- Communicate and collaborate with cross functional teams while delivering a differentiated PADI Club experience based on the strategy defined by the PADI Club executive sponsor and business owner.
- Partner with the Marketing Integration team to ensure all Club marketing activities are documented, tracked and executed on time.
- Partner with the Marketing Analytics team to ensure all correct tagging is in place and reporting is delivered on the success of each campaign.
- Make recommendations for improvements/optimization of campaigns, landing experiences, targeting etc on all acquisition and retention program campaigns and initiatives.
- Support the Program Manager, Growth & Marketing in partnering with the Product & Tech teams in building effective landing experiences, customer preference center and customer surveys as needed.

What You'll Need To Be Successful

- Bachelor's degree or higher in Marketing, Communication or Business Administration.
- 3+ years related work experience – working for an agency or marketing department with a strong understanding of marketing strategy, tactics, CRM, direct marketing principles, and email.
- 3+ years experience managing marketing projects and launching campaigns.
- Demonstrated experience supporting a loyalty program and/or direct marketing initiatives.

- Familiar with the newest trends & innovations with a strong understanding of current and future marketing and loyalty concepts, strategies and technologies.
- Keen creative eye with strong attention to detail.
- Strong track record of partnering with creative and copy teams, briefing and coordinating the production of marketing campaigns.
- Proven track record of performance measurement, with a focus on executing campaigns in a way that can be immediately tracked.
- Experience with a/b and multi variate testing strongly preferred.
- A strong candidate is an avid learner who will bring new ideas to improve upon existing business processes, execute with utmost attention to detail and consistency.
- Excellent written and verbal communication skills, with the ability to communicate complex analytical solutions and their business value in a clear and compelling way to a diverse group of technical and non-technical audiences
- PADI Open Water certification or higher preferred
- Knowledge of TeamUp and Wrike preferred
- Knowledge of Google Analytics and Tableau preferred
- Ability to communicate effectively with all levels of management and staff
- Ability to remain diplomatic with all interactions, external and internal
- Demonstrated ability to derive customer insights from data and partner with analytics teams
- Strong organizational and project management skills
- Self-starter able to work with minimal supervision; problem solver
- Entrepreneurial mindset with ability to see the bigger picture and drive change

Founded in 1966, PADI has grown consistently through our 58 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be “The Way the World Learns to Dive”. PADI has certified over 29 million divers during our history, an achievement no other scuba diving agency can claim. We are committed to our purpose to Seek Adventure—Save the Ocean.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits plan.

If this job sounds interesting to you and you meet these requirements described above, we’d like to get to know you! Please submit your resume to jobs@padi.com.

To learn more about our company visit us at www.padi.com

Applicants must possess the permanent right to work in the United States.

PADI/Seek Adventure Save the Ocean

Applicants please note that PADI collects personal information relating to its candidates for employment to manage the recruitment process. The organization is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. To view PADI's CCPA Notice please go to <https://www.padi.com/ccpa-notice>