



MARKETING COMMUNICATIONS COORDINATOR

PADI, the global leader in Underwater Exploration, is searching for a full-time **MARKETING COMMUNICATIONS 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.

Marketing Communications Coordinator is responsible to help support the creation and implementation of strategic marketing initiatives to promote PADI's products and the lifestyle of scuba diving. In this position, you will collaborate with our team and oversee the creation of marketing content to ensure it delivers consistent brand messaging and timelines are met across all channels.

This role will also require a passion for writing and/or editing and assist in the management of PADI's blogs and/or other digital properties.

What You'll Be Doing

- Support the planning, development and execution of comprehensive marketing strategies across PADI channels (including but not limited to social media, email, web, advertising).
- Manage multiple campaigns and marketing calendars through a marketing workflow management system & calendar.
- Support development of marketing content (emails, social media, web, etc.) from creative execution to implementation.
- Participate in cross-functional teams across multiple business units to align on priorities and work on the execution of materials to be developed.
- Use data to measure success and continually optimize results in partnership with team by being engaged in campaign reporting.
- Execute deliverables by deadline, which includes cross-functional collaboration with internal teams to ensure projects meet business and membership growth goals
- Oversee an integrated digital content strategy and calendar for the various PADI Blogs.
- Support content creation for PADI blogs including the ideation of article topics, writing and/or posting the articles and managing external blog content contributors.
- Manage marketing tools and workflow processes to aid both the Growth & Marketing team and cross-functional teams.

What You'll Need To Be Successful

- Requires a bachelor's degree or equivalent experience and/or equivalent combination of education and experience
- Requires at least 3 years of prior relevant experience in marketing communication and campaign management
- Excellent proofreading, editing and copywriting skills. Samples may be requested.
- At least 2 years of experience in digital marketing (websites, email, social, etc.) preferred.
- Excellent project management and organizational skills, detail oriented, and can manage multiple projects in a fast-paced environment.
- Experience with CMS such as WordPress and Drupal.
- Proficiency with digital analytics tools and platforms, such as Google Analytics and Tableau.
- PADI Open Water Diver certification or higher, or action sports background preferred
- Passion for marketing and a drive for continuous learning and improvement.
- Innovative thinker, with proactive, take-charge attitude.
- Demonstrated ability to write technical and promotional copy.
- Excellent organization, content development and problem-solving skills.
- Stellar communication (both written and verbal) skills, interpersonal skills and the ability to collaborate with cross-functional teams, such as creative and marketing teams, sales, and external partners.
- Contributes a positive attitude to maintain a strong team culture.

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 for review and consideration.

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>