



## **GLOBAL BRAND & PRODUCT MARKETING CONSULTANT**

PADI, the global leader in Scuba Diver Training, is searching for a full-time GLOBAL BRAND & PRODUCT MARKETING 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. We are an amazing company searching for amazing people to join our team!

Founded in 1966, PADI has grown consistently through our 51 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 certified our 25 millionth diver in 2016, an achievement no other scuba diving agency can claim.

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 an extensive benefits plan.

PADI has been voted an Orange County Top Workplace in 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015 and 2016.

Reporting to the Director, Global Brand & Product Marketing, The Global Brand & Product Marketing Consultant is a key contributor and leader in strategizing, executing and managing global marketing campaigns that target PADI’s consumer and professional audiences. They will deliver best-in-class global marketing and content strategies for assigned product lines, programs and services, collaborating with PADI regional offices on brand alignment and consistency around the world. This role will provide leadership for marketing and product development activities for assigned business segment or product line in order to achieve financial growth and profit targets that support PADI as the leading authority in dive education. S/he will drive adoption of consumer-and member focused global marketing strategies and ensure the delivery of assets that allow regional marketing teams to execute effective and meaningful marketing plans and consumer and member experiences.

The Global Brand & Product Marketing Consultant will be responsible for:

### Marketing Plan Development and Strategy

- Collaborate with Director, Global Brand and Product Marketing on building and implementing brand strategy throughout the organization, ensuring that there is adoption and alignment across all regional offices.
- Develop and implement innovative marketing strategies and programs to achieve corporate revenue goals, improve brand recognition and support growth.
- Articulate brand objectives and strategies with internal and external teams to ensure global alignment and adoption.
- Collaborate with product and channel owners and marketing stakeholders to develop go-to-market plans and tools that support sell-in and sell through of PADI products.

### Analysis and Action

- Conduct post-campaign analysis, identify and recommends opportunities to enhance current and future marketing initiatives.

- Apply data and analytics to test and optimize campaigns.
- With Director, Brand Development and Marketing, help manage global budget and expenses to achieve company financial objectives

#### Brand Development

- Identify and oversee relevant brand partnerships that boost brand awareness and spur KPI growth.
- Analyze market trends and research in order to identify new opportunities for business growth.
- Oversee and monitor the global needs for the PADI AmbassaDiver™ program including contracts and agreements, ambassador communications and program development.
- Seek and develop opportunities to integrate campaigns and initiatives with new and existing program/products.

#### Campaign Development

- Creates effective integrating marketing and content marketing plans for a memorable and seamless user experience.
- Applies native understanding of digital media with an emphasis on mobile, social, video and display and an ability to tell stories through great ideas regardless of medium.
- Implement marketing strategy and tactics for assigned products and services, from concept through completion.
- Coordinate global print and digital media plan for key products and programs.

#### Consumer and Customer Insights

- Applies to marketing plan and product thorough understanding of global consumer, shopper, customer and channel insights for segment, brand and category
- Evaluates competitive set for category, brand and segments

Our ideal candidate will have the following experience, demonstrated skills, and education to qualify for the role:

- Bachelor's degree (B.A.) from four-year college or university, marketing or communications major preferred.
- Minimum four years' experience in one or more of the following areas: brand or product marketing, communications/public relations, project development or project management.
- Thorough understanding of current marketing techniques
- Demonstrated leadership ability, strong analytical and strategic thinking skills
- Ability to differentiate and create compelling positioning statements and relevance for our consumers and customers
- Experience applying insights from Business Intelligence tools such as Tableau
- Has exposure to working on global campaigns, with reach domestically and internationally. Ideally, this person would have a global IQ and/or are familiar with working with teams from different regional markets.
- Is a cross-functional leader who is able to engage, listen and collaborate with internal departments/teams to align early on in terms of overall strategy and goals, and to see the cross-functional collaboration through launch.
- Is an effective collaborator in a fast paced, multi-faceted environment. We will typically have multiple campaigns happening at once.
- You are a natural team leader, with the ability to conceptualize and articulate creative strategy and production that all will rally around.

- You are able to make wise and informed decisions, even when faced with ambiguity and think strategically.
- Excellent written/verbal, time management and quantitative/analytical skills required
- You possess the ability to remain diplomatic with all interactions, external and internal.
- Strong organization, project development and management skills
- PC/Macintosh, e-mail and internet literate
- Entrepreneurial mindset
- PADI Open Water Diver certification preferred.
- PADI Professional level membership preferred.

PADI is an Equal Opportunity Employer. In addition to flexible work hours, including a 9/80 work week which provides all participating employees with every other Friday off; the company also offers robust benefit plans at little cost the employee, and a wellness program with rewards for participating employees. Among the highlights at our Orange County headquarters are multiple break rooms, including a large one with a pool table, a ping-pong table, vending machines and books for leisure reading. Recreational amenities include an on-site gym, half basketball court, an on-site swimming pool and shower-equipped locker rooms. Our employees also benefit from generous time off and a 401(k) with match.

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 & salary requirements at [jobs@padi.com](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com).