

PADI EMEA Ltd.
Job Description

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| Job Title: | Communications Consultant |
| Department: | Communications and Translations |
| Reports to: | Manager, Communications and Translations |
| Location: | Bristol Office |
| Date Last Reviewed/Revised: | December 2017 |

JOB PURPOSE / SUMMARY

This role provides coordination and support of all PADI EMEA communications including emails, social media and translations. Working within the Communications team, this role includes providing support with building and scheduling emails, establishing clear B2B Social Media channel goals, creating and implementing a B2B Social Media strategy, consistent with the organization's brand and corporate initiatives. An intrinsic part of the role will include B2B content generation, as determined by the strategy, and posting schedule as well as ongoing analysis and reporting of channel performances. Translation co-ordination will be carried out as part of this role. This role works in conjunction with PADI EMEA Regional Managers and other departments to reach PADI EMEA MarCom goals, as well as our worldwide Regional Headquarters.

Supports the four corporate primary objectives: safe and responsible diver acquisition and retention; quality member acquisition and retention; financial prosperity; global operational alignment.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned

Email Communications Duties and Responsibilities include the following:

- Develops and populates standardised email templates using responsive design to ensure usability on desktops, tablets and mobile devices
- Develops database queries in email marketing software and makes market segmentation recommendations for testing and to improve performance based upon email reporting analysis
- Develops efficiency of email marketing by providing support with automation, A/B testing and dynamic content
- Analyses performance of email campaigns and makes recommendations to improve deliverability, open rates, click-through rates, lead generation and conversions
- Monitors list integrity and performance within email marketing software to ensure high deliverability rate and positive online brand reputation
- Collaborates with appropriate department to ensure email communications efforts are consistent with individual product, program or service marketing plans
- Stays informed and current on email marketing, marketing automation and behavioural marketing technology trends and best practices
- Is knowledgeable of, and compliant with, email data protection laws
- Provides copy edit support for email and e-newsletter content, applying email marketing best practices relating to content
- Ensures all work follows PADI Style Guide and editorial policies and standards
- Completes special projects and other duties as assigned

Social Media Duties and Responsibilities include the following:

- Develops the plan and parameters for corporate B2B Social Media strategy, including objectives for each channel used, necessary tactics and resources required to develop content and populate channels
- Implements an integrated B2B Social Media strategy for the PADI Pros Blog, PADI Pros Facebook, YouTube, (Twitter, Instagram, Pinterest and others, as required).
- Oversees EMEA B2B Social Media channels and updates on a daily basis and ensures that messaging is timely and relevant. This includes using social media tools to schedule content
- Monitors B2B channels for positive or negative feedback about the organization and engages in a dialogue with the users in a tone and manner consistent with the PADI brand. Notifies appropriate management of any brewing issues and development of appropriate responses
- Monitors trends and encourages adoption of Social Media tools including the identification and potential adoption of new channels, the closure of poor performing channels, and tactics to reach the maximum number of customers in the most relevant manner
- As determined by B2B Social Media strategy, develops and implements content to increase engagement and followers
- Identifies existing content to post by monitoring the internet for potential stories of interest, reaching out internally, to PADI Members and RHQs, as well as consistently creating new content to share with users
- Oversees content creation for PADI Pros Blog including the identification of article topics, writing and posting the articles and managing external blog content contributors
- Supports Marketing Dept and Regional Managers to provide insights and guidance on the development and execution of social strategies and tactics for B2B communications
- Tracks and monitors the effectiveness and success of each channel and develops reports for executives and management on channel performance, trends, top performers, etc
- Assists with B2C social monitoring at regular weekend intervals and provides B2C social cover, as required

Translations Duties and Responsibilities include the following:

- Co-ordinates timely, accurate and the smooth translation process of PADI EMEA Communications translation requirements and Product translation projects, as required

KEY PERFORMANCE INDICATORS

- Communications specific metrics, defined during planning phase
- Successful fulfilment of email communications builds, segmentations, schedules and sends
- Increase in B2B Social Media reach and engagement

PERFORMANCE OBJECTIVES

Will be set individually on a yearly basis but will include:

- Development of well-structured, coherent and integrated B2B Social Media Communications plans
- Successful implementation of B2B Social Media Communications plans – defining strategies and metrics and achieving them
- Establishes a professional and productive relationship with Regional Managers, key players in other departments as well as stakeholders within the market
- Ensures all relevant departments are informed about relevant Communications related to job definition
- Deliver excellent standards of service, positive attitude, dedication and enthusiasm
- Methodology, deadlines, quality of work, adhering to procedures and providing excellent service
- Communicates clearly and effectively with other departments and international partners
- Fosters trust and respect from team members
- Champions, leads by example and ensures compliance with company policies and legislation
- Acts responsibly and in harmony with company objectives and philosophies at all times

PERSON SPECIFICATION

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATIONS, EDUCATION and/or EXPERIENCE

- Bachelor`s degree or equivalent experience, Marketing or Communications (Essential)
- Proven experience in a similar Social Media Marketing/e-Communications role (Essential)
- Experience in marketing communications with hands on experience in project management (Essential)
- Experience and understanding of B2B based marketing environments and principles (Highly desirable)
- Experience forecasting/reporting results (Highly desirable)
- Knowledge of the PADI brand (Highly desirable)
- PADI Professional (Desirable)
- Experience of working internationally (Desirable)

WORK BASED COMPETENCIES

- High level knowledge of, and proven abilities in, on-line/digital Communications including HTML coding
- High level knowledge of, and proven abilities in, developing and implementing Social Media campaigns
- Highly organized, analytical with exceptional attention to detail
- Knowledge of and experience with social community metrics and metric tools
- Ability to report on, and analyse, email and social community metrics
- Business report writing and presentation skills
- Ability to communicate and manage relationships with a wide range of people
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content
- Understands and can deliver exceptional customer service
- Excellent interpersonal and communication skills (written and oral) with ability to communicate at all levels
- Knowledge of the PADI system, products and market
- Excellent IT skills including Microsoft Office (Word, Excel & PowerPoint)
- Working knowledge of basic copyright and privacy laws
- Sound strategic instincts – quantitative and conceptual reasoning ability
- A passion and strong understanding of the industry and our business' mission
- Excellent organizational skills to work independently and manage projects with many moving parts
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions

Demonstrate professional behavior that supports team effort and enhances team behavior, performance and productivity

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram or schedule form. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

PERSONAL ATTRIBUTES

- Creative self-starter able to work with minimum supervision; problem solver
- Dedication to customer service and satisfaction
- Possess passion, creativity and enthusiasm for assignments
- Proactive, take-charge attitude
- Strong communication skills
- Approachable and diplomatic

- Politically astute
- Able to foster respect of team
- Interact well with co-workers
- Ability to work under pressure

SPECIAL REQUIREMENTS

- Eligibility to live and work in UK (Essential)
- Advanced computer skills including Microsoft office software, all PC and mobile device wireless communications technology, HTML coding skills and knowledge of Content Management Systems (Essential)

LANGUAGE SKILLS

- Fluent oral and written English (Essential)
- Any additional languages an advantage