

**PADI EMEA Ltd.**  
**Job Description**

**Job Title:** Marketing Executive – Professional Membership  
**Department:** Marketing  
**Reports to:** Marketing Manager  
**Location:** Bristol

**Date Last Reviewed and or Revised: April 2018**

**JOB PURPOSE / SUMMARY**

The Marketing Executive – Professional Memberships, is responsible for the execution of Professional member growth and retention campaigns in EMEA. Must be able to take the lead on campaign planning, execution and results evaluation. Skillset includes email marketing, online and offline advertising, content creation and sharing through social media and online platforms, face to face and online presentations within B2B marketplaces.

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

**Marketing Executive Duties and Responsibilities include the following:**

- Design and implement B2B focused marketing strategy and tactics for assigned products and services from concept through to completion
- Track, measure, and analyse all initiatives, report on ROI and make recommendations for improvements
- Provide marketing solutions and independent creative thinking to communicate key messages across a range of channels
- Manage and improve lead generation campaigns including measuring results
- Execute online and print marketing campaigns
- Develop creative B2B based promotions and promotional collateral for PADI Members to utilise
- Communicate with and participate in out-of-hours meetings with other PADI Regional HQs as required
- Work alongside EMEA Management to support and deliver regional campaigns relevant to EMEA markets

**Duties and Responsibilities include the following:**

- Implement campaigns identified as integral to engaging and growing PADI Professional member numbers to support corporate objectives and goals
- Implement annual Individual Member renewal campaign and track and measure results to meet and improve KPI's
- Implement strategic marketing campaigns to increase the number of PADI Divemasters and generate interest in becoming a Scuba Instructor
- Create and implement PADI Advanced Training Academy communications plan to encourage participation and development

## **KEY PERFORMANCE INDICATORS**

- EMEA KPI's for Individual Membership renewals and applications
- Campaign specific metrics which should be defined at the start of each campaign

## **PERFORMANCE OBJECTIVES**

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

- Development of well-structured, coherent and integrated marketing and campaign plans
- Deliver excellent standards of service, positive attitude, dedication and enthusiasm
- Methodology, deadlines, quality of work, adhering to procedures and providing excellent service
- All relevant departments are well informed about campaigns/projects etc.
- Successful implementation of marketing projects – defining strategies and metrics and then achieving them
- 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**

- Degree level qualification or equivalent in Marketing or Communications (Highly Desirable)
- Strong experience in a B2B marketing role (Essential)
- Experience handling marketing budgets and forecasting/reporting results (Essential)
- Experience of working internationally (Desirable)

## **WORK BASED COMPETENCIES**

- At least 3 years professional marketing experience and skills across email, advertising, social media, digital and print (Essential)
- Professional B2B marketing experience (Highly Desirable)
- Knowledge of the PADI system, products and market (Highly Desirable)
- Extremely analytical and be able to translate complex data into actionable and profitable marketing plans (Essential)
- Excellent interpersonal and communication skills (both written and oral) with the ability to communicate at all levels (Essential)
- Understands and can deliver exceptional customer service (Essential)
- Business report writing and presentation skills (Essential)
- Excellent organizational skills to work independently and manage projects with many moving parts (Essential)
- Creative thinker, with an ability to use both data and intuition to inform decisions
- Problem solving skills (Essential)
- Excellent writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content. (Essential)
- Excellent IT skills including Microsoft Office - Word, Excel & PowerPoint (Essential)

## **BEHAVIOURAL COMPETENCIES**

### **Ability and Willingness To:**

- Ability to represent the organisation to all levels of the community.
- Strong commitment to serve the goals and direction of PADI EMEA.
- Be customer orientated.
- Be proactive, motivated and a self-starter.
- Meet deadlines.
- Work independently.
- Follow directions from Management.
- Accept criticism and respond appropriately.
- Ability to adapt to change.
- Ability to work with individuals from a variety of cultural backgrounds.

## **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## **PERSONAL ATTRIBUTES**

- Creativity
- Strong communication skills
- Approachable and diplomatic
- Politically astute
- Able to foster respect of team
- Positively interact with co-workers and Manager
- Ability to work under pressure

## **SPECIAL REQUIREMENTS**

- Eligibility to work in UK (Essential)

## **LANGUAGE SKILLS**

- Fluent English (Essential)
- Other languages are an advantage

Please send applications to [Jessica.armishaw@padi.com](mailto:Jessica.armishaw@padi.com). Deadline for applications 31<sup>st</sup> May 2018