



Job Opening: Brand Manager & Digital Expert

Product Design Brand Manager & Digital Expert

National Association of Underwater Instructors (NAUI), Inc.

Location: Riverview, Florida (Hybrid or Remote Considered)

Employment Type: Full-Time

About NAUI

The National Association of Underwater Instructors (NAUI), Inc. is a global leader in scuba training, safety, and education. For over 60 years, NAUI has been committed to advancing diver education, supporting professionals, and promoting excellence in underwater exploration. We are entering an exciting phase of growth and innovation and are seeking a creative, strategic professional to help shape the future of the NAUI brand and product experience.

Position Overview

NAUI is seeking a **Product Design Brand Manager & Digital Expert** to lead the development, presentation, and digital execution of our product and brand initiatives. This role blends brand management, product design oversight, and digital strategy to ensure NAUI's offerings are visually compelling, market-relevant, and aligned with our mission and values.

The ideal candidate is both creative and analytical—someone who understands branding and design while also excelling in digital platforms, user experience, and online engagement.

Key Responsibilities

Brand & Product Design

- Lead brand consistency across all NAUI products, training materials, and marketing assets
- Oversee product design concepts, visual identity, packaging, and presentation
- Collaborate with internal teams and external designers to develop high-quality, on-brand materials

- Manage product branding from concept through launch and lifecycle updates

Digital Strategy & Execution

- Serve as the digital expert for NAUI's brand and product initiatives
- Oversee digital assets including website content, landing pages, and online product presentation
- Optimize user experience (UX/UI) to improve engagement, clarity, and conversion
- Support digital marketing efforts including email, social media, and online campaigns

Collaboration & Leadership

- Work closely with Sales, Marketing, Education, and Executive teams
- Support product launches, special initiatives, and promotional campaigns
- Analyze performance metrics and provide data-driven recommendations
- Stay current with design trends, digital tools, and industry best practices

Qualifications

- Bachelor's degree in Marketing, Graphic Design, Product Design, Digital Media, or related field (or equivalent experience)
- 3–5+ years of experience in brand management, product design, or digital marketing
- Strong understanding of branding, visual design principles, and digital platforms
- Experience with website management, CMS platforms, and digital analytics
- Proficiency with design and collaboration tools (Adobe Creative Suite, Figma, Canva, etc.)
- Excellent communication, organization, and project management skills
- Scuba industry experience or passion for diving is a plus, but not required

Why Join NAUI

- Be part of a respected, mission-driven global organization
- Opportunity to shape and evolve an iconic brand

- Collaborative team environment with room for creativity and growth
- Competitive compensation and benefits

How to Apply

Interested candidates should submit a resume and portfolio (or examples of relevant work) to bpostell@nau.edu.

NAUI is an equal opportunity employer and values diversity in our workforce.