

## PADI ASIA PACIFIC JOB DESCRIPTION

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<b>JOB TITLE:</b>	Regional Manager
<b>DEPARTMENT:</b>	Field Services
<b>REPORTS TO:</b>	Territory Director
<b>DATED:</b>	October 2019

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The Regional Manager is responsible for meeting or exceeding the prescribed sales goals for their region. The strategies for accomplishing this include, presenting and selling PADI products and programs during store visits, member meetings and telephone calls. Additionally, they provide members in the region with sales and training consultation, customer service and education.

The Regional Manager may also represent PADI before local governments, tourist and recreation bureaus, and other official agencies.

*Supports the four corporate primary objectives: Safe & responsible diver acquisition and retention; Quality member acquisition and retention; Financial prosperity; and Worldwide alignment in message, products, systems and procedures.*

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Achieve prescribed merchandise and PIC sales goals for the region.
- Provide localised support to PADI members.
- Provide customer service to the current membership and act as a liaison to answer Member enquiries.
- Promote and sell PADI products to retailers during store visits and consumer contact.
- Promote PADI education system and philosophy.
- Direct involvement in the development and implementation of product promotions and campaigns.
- Function as instructional specialist in consultation/seminars with PADI members.
- Maintain regular contact with PADI Dive Centres and Resorts through a combination of store/resort visits, phone calls and email.
- Provide public relations for PADI and represent PADI before governments and official agencies as needed.
- Present at and actively participate in follow up programs associated with Business of Diving programs, including Management Training Workshop and Con Ed Workshop.
- Represent PADI at Business Academies, dive shows and events as required.
- Competitive Acquisition: Identify potential stores and develop strategies to aggressively acquire these stores.
- Work in conjunction with PADI RRA Department to reach new member goals for PADI Dive Centres & Resorts.
- Work in conjunction with PADI RRA Department to reach retention goals for PADI Dive Centres & Resorts.
- Promote PADI Dive Centre and Resort national promotions.
- Actively participate in follow up programs associated with Business of Diving programs, including Management Training Workshop and Con Ed Workshop. This includes, but is not limited to, telephone (or other) communications with participants to discuss progress of workshop agreement action items, appropriate follow up, and recording of communication and follow up in eSynergy.
- Maintain Sales History data.
- Perform necessary paperwork functions, including:
  - Calendar Year Proposed Activities Itinerary & Budget (due 30 days prior to Budget due date)
  - Trip Status Report (within 3 working days of store visit unless in remote area with no connectivity)
  - Know how many competitive stores are in the region and be able to report on them when needed. Competitive information should focus on but not be limited to SSI, NAUI and SDI.
  - Expense Report (monthly)
  - Competitive Report (monthly)
  - Seminar Income/Expense Report (immediately following programs)
  - Submit annual itinerary – update throughout the year as necessary

**LANGUAGE SKILLS**

- Ability to read, analyze, and interpret general business periodicals, professional journals, or technical procedures.
- Ability to write reports and business correspondence.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions and percentages.

**REASONING ABILITY**

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**BEHAVIOURAL REQUIREMENTS**

Ability to:

- Follow directions from a supervisor
- Interact well with co-workers
- Understand and follow posted work rules and procedures
- Accept constructive criticism.

**EDUCATION AND EXPERIENCE**

- Bachelor Degree in Business or other relevant Sales qualifications preferred.
- 2 years' experience within the Recreation Diving Industry, Dive store retail experience preferred.
- Experience in sales with a proven track record.

**CERTIFICATES, LICENSES & REGISTRATIONS:**

- PADI Instructor, Course Director preferred.
- Valid driving license

**OTHER SKILLS AND ABILITIES**

- Strong commitment to serve the goals and direction of PADI Asia Pacific
- Working knowledge of the PADI Educational System and its products
- Excellent computer skills: working knowledge of MS Word, Excel, Outlook, and database programs.
- Thorough understanding of social media platforms.
- Ability to establish and maintain effective customer relationships
- Excellent organisational, multi-tasking and prioritising abilities.
- Ability to function in a non-structured situation
- Excellent verbal and written communication skills
- Political astuteness
- Goal oriented.
- Must be able to travel when required.
- A thorough understanding of the delivery and download process of PADI eLearning, Touch and other digital products, the PADI Pros' site and the Online Processing Centre to be able to answer inquiries from PADI Members and students.

**LOCATION**

*The Regional Manager is required to live and operate within the region therefore appropriate citizenship or ability to secure relevant visa/work permit is essential.*