

PADI ASIA PACIFIC JOB DESCRIPTION

JOB TITLE:	Regional Manager
DEPARTMENT:	Field Services
REPORTS TO:	Territory Director
DATED:	February 2023

The Regional Manager is responsible for meeting or exceeding the prescribed sales, certification and membership 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 sales, certification and membership goals for the region.
- Develop strategies for members to increase uptake of digital products.
- Provide regular customer service calls and visits with localised support to PADI Dive Centres & Resorts.
- Provide training support to the current membership and act as a liaison to answer member enquiries.
- Understand PADI, Freediver, Mermaid, TecRec, Public Safety and EFR training programs, standards, philosophy and associated products.
- Promote and sell PADI products to retailers during store visits and consumer contact.
- Promote PADI education system and philosophy.
- Direct involvement in the implementation of product promotions and campaigns.
- Function as instructional specialist in consultation/seminars/webinars with PADI members.
- Maintain regular contact with PADI Dive Centres & 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, Training Academies and PADI Business Academies.
- Represent PADI at dive shows and events as required.
- Identify competitor stores that fit within the PADI philosophy and develop strategies to acquire them.
- Retain current PADI Dive Centres & Resorts and acquire new Dive Centres & Resorts that fit within the PADI philosophy
- Provide precision marketing consultations to PADI Dive Centres & Resorts.
- Support the development of related budgets and provide accurate and in-depth reports, including:
 - Store visits to members
 - Field Service activities
 - Business trips
 - Sales, certification and membership activities
 - Competitor activities
 - IE candidate and pro-level certifications
 - Business expenses
- Maintain complete political astuteness and a professional image at all times.
- Maintain strict confidentiality in regards to Member information at all times.

LANGUAGE SKILLS

- Professional Working Proficiency of English language; other language skills preferred.
- 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, growth rates 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

- 2 years of experience within the Diving Industry, dive store retail or management experience preferred.
- Bachelor Degree in Business or other relevant sales qualifications 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. Familiarity with Salesforce and Tableau a plus.
- Thorough understanding of Website, Social Media and Email Marketing and Online Advertising.
- 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 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.