

Seeking Executive for PADI International Resort and Retailer Associations

PADI (Professional Association of Diving Instructors), the world's largest recreational diver training, certification and membership organization, is an Equal Opportunity Employer rated by the *Orange County Register* as a Top Workplace in both 2008 and 2009. The company offers a competitive salary, excellent benefits, generous time off and a great working environment. Our corporate headquarters is located in Rancho Santa Margarita, California, USA.

Please e-mail your resume and salary requirements to jobs@padi.com or fax to +1 949 267 1263.

PADI AMERICAS Job Description

Job Title: Executive, International Resort and Retailer Associations
Department: International Resort and Retailer Associations (IRRA) & Business Development
Reports To: Vice President Sales & IRRA
FLSA Status: Exempt
Grade: S4
Job Code: 1373

Date Last Reviewed and or Revised:
3-2010

SUMMARY

A personable, highly charismatic leader that displays unbounded energy and commitment at all times. Applies experience developed over years of successful ownership and direction at the dive center or resort level to help International Resort and Retailer Associations (IRRA) Members grow and develop their businesses.

Through exceptional motivational skills, mentors and instills the IRRA Membership with enthusiasm for diving, IRRA, PADI programs and products and the dive industry.

The individual holding this position must possess extraordinary public speaking skills with the ability to enthrall audiences through the mastery of incomparable delivery of a variety of messages including motivational, keynote speeches designed to incentivize the membership and get them to take specific action.

Displays unsurpassed political skills and industry knowledge, developing trust and credibility within the membership and industry at large.

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

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

- Unparalleled communications and listening skills, including the ability to clearly articulate IRRA's message
- Commands the respect of an audience of PADI Members, as well as members of the dive industry.
- Displays an astute knowledge of the industry and its future directions.
- Develops exceptionally strong networks within a diverse membership organization and within business groups and coalitions, such as travel suppliers and equipment manufacturers.
- Builds trust and credibility by applying gained knowledge and experience in all phases of retail and resort operations and marketing to show how it may benefit members growth and success
- Develops strong interpersonal networks to align members' business needs and objectives with PADI programs and product development.
- Demonstrates a high level of multi-tasking and teamwork skills.
- Assists members to understand and utilize PADI support services / networks (e.g., insurance, EVE, marketing programs, Business Development programs, PADI Diving Society, PTN, etc.).
- Applies unrivaled diplomatic skills necessary to reach common ground and build alliances without compromising IRRA's interests and the ability to command the respect of colleagues and the membership including mitigating problems/issues that occur within accounts.
- Leads in a decisive manner in an action/results-oriented, decision-making environment.
- Demonstrates an understanding that the Association belongs to the members and a willingness to put members interests first.
- Through matchless charisma, willpower, patience, delivery and communication skills, increases adoption of PADI programs and services that benefit the membership.
- Works in concert with the Director of Field Services in developing and implementing a comprehensive plan on competitive member acquisition.
- Shares knowledge and experience in developing content for all PADI Business of Diving programs and other appropriate retail and resort business programs related to PADI Membership.
- Travels frequently to present or meet with members in the field.
- Adheres to the Corporate Record Retention Policy.

Adhere to all policies set forth in the Employee handbook including, but not limited to, the Anti-harassment policy and the IT Computer Use policy. Adhere to the Corporate Record Retention policy.

SUPERVISORY RESPONSIBILITIES

Carry out supervisory responsibilities in accordance with company policy and applicable law.

Provide input to Customer Service Manager for customer service performance counseling and review.

Additionally, responsible for managing ideas; to create an environment that encourages ideas; to help employees develop their knowledge and improve their problem solving skills in order to increase the quality and impact of their ideas; and to champion ideas and look for possible larger implications in them.

QUALIFICATIONS

To perform this job successfully, an individual must 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.

- Prior successful ownership of a dive center or resort preferred. Long term successful management acceptable.
- Excellent public speaking skills.
- The individual must possess a record of unquestioned integrity and strong personal character, a keen sense of protocol and a clear reputation for ethical conduct.
- Excellent leadership, communication, organizational and management skills.
- Proven leadership ability and demonstrated business management skills.
- Strong strategic thinking skills.
- Strong listening skills.
- An entrepreneurial spirit.
- High degree of self-confidence.
- An understanding of business issues as they affect associations and a knowledge of how associations can work most effectively.
- A reputation for being energetic, intelligent, hard working, enthusiastic and willing to offer opinions and judgments.

EDUCATION AND/OR EXPERIENCE

Bachelor's Degree (B.A. or B.S.) or equivalent from a four-year college preferred.

Extensive dive store retail experience (record of successful retail or resort ownership preferred).

Experience in International business.

Minimum 4 years working experience in dive center or resort management/ownership.

Strong working knowledge of marketing, diplomacy and financial aspects of dive business operations.

Minimum 4 years experience as a diving instructor preferred.

Extensive experience with prior public speaking required.

LANGUAGE SKILLS

Ability to read, analyze and interpret technical journals, financial reports and legal documents. Ability to respond to the most sensitive inquiries or complaints. Ability to write articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to present information to senior management, public groups, members, and/or boards of directors.

REASONING ABILITY

Ability to define problems, collect data, establish facts and draw valid conclusions. 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.

BEHAVIORAL REQUIREMENTS

The ability to follow directions from a supervisor; the ability to interact well with co-workers; the ability to understand and follow posted work rules and procedures; the ability to accept criticism.

CERTIFICATES, LICENSES, REGISTRATIONS

PADI Instructor rating required. PADI Course Director rating desirable.

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

OTHER SKILLS AND ABILITIES

Strong working knowledge of implementing PADI educational programs into retail dive store.

Demonstrated writing skills.

Ability to lead and get work done with others, while maintaining team spirit and morale.

Political astuteness and industry savvy.

Dedication to customer service and satisfaction.

Excellent problem solving ability and conflict management abilities.

Strong organization and project management abilities.

Excellent human relations skills - ability to maintain diplomacy.

Superior sales ability.

Self-starter.

Goal oriented.