

## **PADI Job Description**

**Job Title:** Territory Director (TD)  
**Department:** Training, Sales and Field Services  
**Reports To:** Vice-President, Training, Sales & Field Services

**Date Last Reviewed or Revised:** July 2019

### **SUMMARY**

A highly knowledgeable and business-focussed individual who has the skill and commitment to acquire new and existing PADI Members and their certification business, and the desire to turn every dive store into a PADI Retail and Resort Association Member, certifying 100% PADI. The purpose of the role is to exceed prescribed certifications, sales and dive store acquisition goals, while providing a high standard of consultancy expertise.

Managing and leading a team of PADI Regional Managers and Training & Sales Consultants, some of whom are based remotely throughout the Territory, the TD is highly motivated and demonstrates the characteristics of integrity, commitment, flexibility and professionalism.

The TD works closely with the other three TDs, within the Regional HQ and also with PADI Worldwide, to ensure consistency of approach and equal application of training, dive store and sales standards.

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

***The role supports the four corporate primary objectives: safe and responsible diver acquisition and retention; quality member acquisition and retention; financial prosperity and global operational alignment.***

### **KEY RESPONSIBILITIES OF THE ROLE:**

- Manages and motivates a team of PADI Regional Managers in the Field; and Training & Sales Consultants at Regional HQ in Bristol, UK to increase adoption of PADI programs and services that benefit the Membership.
- Responsible for ensuring that each Region within their Territory achieves their prescribed KPI's. Actively strives to increase the profitability of their Territory and PADI generally.
- Understands the value of PADI in order to overcome objections by demonstrating the benefits of PADI Membership to increase certifications, and income for the Member.

- Liaises with the marketing department to co-ordinate Regional and Territory-wide PADI marketing initiatives and has direct involvement in the development and implementation of product promotions and campaigns.
- Provides excellent customer service to PADI Dive Centers and Resorts within their Territory, as part of the Key Account Management Program, through a combination of store/resort visits, phone calls and email.
- Creates annual sales budgets and forecasts for new products. Monitors these budgets to identify and rectify performance gaps, and reward exceptional performance in their team, taking appropriate action to provide coaching, support and development for team members as required.
- Provides regular reports on the performance of their team to the PADI EMEA Executive. Identifies shortfalls and creates strategies to overcome these.
- Promotes the PADI education and training system, philosophy, associated PADI products and programs during store visits, member meetings and telephone calls.
- Reviews PADI Dive Store/Resort applications and upgrades with the PADI Regional Manager to ensure that each applicant meets the requirements for Membership and is consistent with PADI's philosophy of acquiring quality Members.
- Represents PADI at Dive Shows and events within their Territory.
- Actively participates in Instructor Development Updates, CDTC's, Webinars, PADI Business Academies, PADI Member Forums and Dive Centre Crossover programs as required.
- Possesses strong presentation skills and is able to successfully represent PADI before Members, governments and official agencies.
- Maintains a thorough knowledge of PADI digital products and has the ability to promote the applications to members, including Scubaearth and EVE.

## **Person Specification**

### **EDUCATION AND/OR EXPERIENCE**

- Course Director accreditation preferred.
- Business degree or equivalent and/or extensive dive store retail experience required.
- Experience as a Regional Manager preferred.
- Experience in International business required.

### **LANGUAGE SKILLS**

Ability to read, analyse, and interpret general business periodicals, professional journals, or technical procedures and to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.. 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.

Fluent English is essential. The ability to speak Spanish, Italian or Portuguese in addition would be advantageous.

### **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions and percentages, and to use Excel to produce and monitor budgets.

### **OTHER SKILLS AND ABILITIES**

- Strong working knowledge of implementing Educational programs into retail dive stores.
- Flexibility and ability travel internationally as required
- Integrity, political astuteness and a diplomatic approach
- Personal alignment with and strong commitment to, serve the goals and direction of PADI
- Strong presentation and public speaking skills and the ability to adapt these to the audience.
- Ability to function effectively in non-structured situation.
- Excellent organisation and administrative skills, including budget management
- Ability to manage, lead, motivate and support a diverse and geographically remote team effectively to achieve key results
- Comfortable with using web browsers, emails, Microsoft Office suite, iPads, Laptops, wireless communications technology, social media platforms.

***NB: In accordance with UK legislation, applicants must be able to provide documentation confirming their legal right to work in the United Kingdom.***