



## **PADI EMEA Job Description**

**Job Title:** Regional Manager: Canary Islands & Malta (Regions 70 and 85)  
**Reports to:** Territory Director  
**Location:** Based in Canary Islands or Malta and covering both Regions

### **JOB PURPOSE / SUMMARY**

Supports the four corporate primary objectives:

- safe and responsible diver acquisition and retention;
- quality member acquisition and retention;
- financial prosperity;
- global operational alignment,

*The Regional Manager serves as a role model PADI professional*

By acting as a Business Advisor to PADI Members in Regions 70 and 85, assists the Sales department to exceed prescribed sales goals in their regions. Diagnoses problems; evaluating and working in partnership with members to implement solutions that provide a high value to their customers and set PADI apart from its competitors. Demonstrates a thorough understanding of the customer's business as well as their customers (divers and non-divers).

The Regional Manager also coordinates and utilises the appropriate resources of PADI to develop solutions that make members more profitable and ensure future growth for PADI members and PADI EMEA overall. RM's act as the primary liaison identifying and converting business opportunities as well as assisting individual members in opening new facilities.

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

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Visit and support PADI members in the prescribed Regions, providing business consultancy and training consultancy on diving related topics.
- Work closely with regional Sales team to assist in achieving team merchandise and PIC sales goals for their region by re-enforcing current promotions, representing PADI at promotional events within the region and providing feedback from the members.
- Direct involvement in the development and implementation of product promotions and campaigns.
- Promote PADI education system and philosophy.
- Provide customer service to the current membership.
- Promote PADI products to retailers during store visits and consumer contact.

- 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 emails.
- Use eSynergy for trip reporting and customer relationship management.
- Provide public relations for PADI as needed.
- Review store/resort member applicant qualifications with PADI Retail Association and PADI International Resort Association.
- Competitive Acquisition: Identify potential stores and develop strategies to convert business opportunities.
- Work in conjunction with PADI IRRA Department to reach new member goals as well as retention goals for PADI Dive Centres & Resorts.
- Promote PADI Dive Centre and Resort national promotions.
- Assist legal advisors to represent PADI before governments and official agencies as needed.
- Review padi.com website weekly to keep fully informed of activities
- Review PADI eSynergy and Intranet each business day to keep abreast of company programs and activities
- 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 administrative functions, including:
  - Calendar Year Proposed Activities Itinerary & Budget, Trip Status Report, Expense Report, Competitive Report, Seminar Income/Expense Report, annual itinerary.
  - Ensure that personal whereabouts is always kept up to date on PeopleHR system (e.g. holiday, IEs etc)
  - Know how many competitive stores are in the region and be able to report on them when needed.
- Other role- appropriate duties as assigned

## **PERFORMANCE OBJECTIVES**

- Successful implementation of new programs, projects and products – e.g. Business Seminars, eLearning, New Products, Career Nights, Round Tables etc.
- The percentage of increase in EntryLevel, ConEd and ProLevel meets or exceeds the departments budgeted amounts
- The percentage increase in total revenue over the prior year for Field Services meets or exceeds budgeted forecast
- Increase of IRRA Members/Services within PADI EMEA's Territory meets or exceeds departments budgeted forecast.
- Achievement of goals through PADI EMEA's growth activities
- Result of Special Projects organised through IRRA Members (i.e. Survival Training, DCOs, Career Nights etc.)

## **PERSON SPECIFICATION**

### **QUALIFICATIONS and EXPERIENCE REQUIRED**

- Post 18 education (e.g. college/university)
- Extensive dive store retail experience (management/ownership preferred).
- Extensive experience in sales with a proven track record
- PADI Course Director preferred

- Extensive knowledge of PADI businesses/members and organisational structure, PADI products and services (incl. insurance), and current PADI marketing objectives.
- Working knowledge of the PADI Educations system and products
- Strong working knowledge of implementing PADI Educational program into retail dive store.

## **WORK BASED COMPETENCIES**

- Excellent Customer Service skills
- Business report writing and presentation skills
- Excellent communication skills both written and oral
- Self-starter with the ability to achieve results when working independently
- Reliable and supportive team member, able to achieve results in collaboration with others
- IT skills including Microsoft Office
- Organisational and administration skills including budget monitoring and expense management
- Ability to resolve difficult customer queries and complaints

## **BEHAVIOURAL COMPETENCIES**

- Functions effectively and professionally in a non-structured situation
- Customer orientation
- Strong commitment to serve the goals of PADI EMEA Ltd.
- Proactive and self-motivated to achieve targets
- Meets deadlines
- Demonstrates professional behaviour that supports team effort and enhances team behaviour, performance and productivity

## **PERSONAL ATTRIBUTES**

- Flexible approach
- Observant, focused and collaborative.
- Politically astute
- Interacts well with co-workers
- Works well independently
- Able to work under pressure
- Motivated by targets

## **SPECIAL REQUIREMENTS**

- Eligibility to live and work in the Region
- Flexibility to travel within and outside the Region as required
- Ability to accurately calculate figures and amounts such as discounts, interest, commissions and percentages
- Valid Driving Licence

## **LANGUAGE SKILLS**

- Fluent English (Required), plus fluency in at least one other language spoken in the Region (Preferred)