



PADI EMEA
Job Description

Job Title: Regional Consultant (RC)
Reports To: Sales Manager
Other Key contacts: Regional Managers, Regional Business Advisers, Territory Directors
Location: Bristol (UK), hybrid working available.
Date of this revision: February 2026

Overview

The Regional Consultant (RC) provides consistent, high quality support across Sales, Business Development and Training. They work flexibly to support colleagues and to provide cover for other RCs as needed, and they serve as the direct contact for the public and membership for product support and Training queries.

They are responsible for educating PADI members about the various features and benefits of PADI products and services, including the eShop and PADI apps; and is responsible for meeting targets for the sale of those products and services.

The RC works with designated regions and also provides cover for all regions' sales as well as assisting with Training and translation activities as required.

Key duties and responsibilities

Sales

- Develop sales forecasts and execute strategic call plans
- Make a minimum of 5 outbound Member calls daily
- Handle customer consultations, process orders, and troubleshoot issues
- Maintain accurate CRM records and analyse performance using reporting tools
- Support inbound sales queries and upsell where appropriate
- Participate in consumer shows, store visits, and special sales initiatives
- Partner with Accounts to track payments and support bespoke agreements

Training Support

- Respond to training and standards enquiries
- Manage Member queries related to teaching status, instructor updates, training pathways and Equivalency reviews
- Review instructor-submitted outlines and support webinar development, translation,

and delivery

- Participate in meetings, live training events, and training sessions

Business Development

- Deliver Member support and consultancy through visits, calls, and emails
- Contribute to campaign and product development
- Identify acquisition opportunities and support recruitment and retention of Member Stores
- Carry out Dive Centre Cross-Over (DCO) training and onboarding
- Support regional certification success and act as the lead point of contact for EFR Centres
- Produce regular and ad hoc regional activity reports

Person Specification

Education and/or experience

- At least 2 years of outbound sales experience with proven track record.
- At least 2 years of Customer Service experience

Communication skills

- Fluent in English, with additional language(s) appropriate to assigned Region(s) as appropriate.
- Ability to build and maintain productive and supportive working relationships.
- The ability to write clear and concise reports and correspondence
- Presentation skills and ability to speak effectively before Members

Other skills and attributes

- Goal oriented/ target driven
- Customer/Member service focused.
- Ability to multi-task and adapt to changing priorities.
- Ability to work collaboratively with others as well as independently.
- Ability and willingness to travel within UK & EMEA region if required.
- IT literacy; comfortable using sales/ training platforms.