PADI Asia Pacific
POSITION VACANT

JOB TITLE: Regional Manager (Indonesia & East Timor)
DEPARTMENT: Sales & Field Services
REPORTS TO: Director, Sales & Field Services

SUMMARY
The Regional Manager is a personable, highly knowledgeable business advisor that displays an unquenchable thirst to grow their region and share their expertise through the application of a unique combination of fundamental and innovative business concepts and techniques.

Acting as a business partner and consultant, mentors and motivates PADI Resort, Retail and Individual members to accept and implement business programs, PADI products and services with the ultimate goal of exceeding the prescribed sales goals in their region.

Exhibits a thorough understanding of their customers’ business, diagnoses problems, evaluates and prescribes solutions and proactively works in partnership with their members to successfully implement solutions thereby providing a high level of value to their customers.

Nurturing relationships based on trust, knowledge, value, and credibility, the Regional Manager acts as the primary liaison between the membership and PADI. Applying these same concepts as well as a political expertise, the Regional Manager identifies and recruits quality Retail and Resort member acquisitions and the opening of new facilities.

Ability to demonstrate leading-edge skill in the latest social media and website development protocol. Exhibits and is able to communicate a thorough understanding of all PADI products/programs, including digital products and electronic offerings; and proficiency in latest business and sales training skills, including merchandising tactics, negotiation, pricing and presentation skills.

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 and responsible diver acquisition and retention; quality member acquisition and retention; financial prosperity and global operational alignment.

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

- Achieves prescribed merchandise, PIC, certification and membership goals for their region.
- Develops strong interpersonal networks to align members’ business needs and objectives with PADI’s programs and product development.
- Uses exceptional presentation skills to communicate business training and marketing concepts to PADI membership, industry, professionals, and other audiences as needed.
- Through matchless charisma, willpower, patience and communication skills, increases adoption of PADI programs and services that benefit the membership.
- Promotes the PADI education and training system, philosophy, associated PADI products and programs during store visits, member meetings and telephone calls.
- Promotes regional and national PADI marketing initiatives.
- Creates solid foundations on which to build long-term profitable relationships based on trust and respect. Reinforces credibility through analysis of problems and opportunities and assist members in their understanding of these.
- Working in partnership, assists members in creating and understanding prescribed solutions. Prepares and presents formal proposals and obtains buy-in and commitment from the member of the solution.
• Assists in the implementation of solutions by identifying those responsible for action, establishing timelines, focusing appropriate resources (both inside and outside of PADI) and consults with members. After implementation follows up to measure, evaluate and communicate results.
• Provides hands-on consultation to Retail and Resort members on social media marketing; including establishing business presence on social media channels, setting up analytics and establishing monitoring tools.
• Provides hands-on consultation to Retail and Resort members on web site usability and findability; including web site reviews, SEO tactics, best practices for web design and web analytics.
• Provides hands-on consultation to Retail and Resort members on PADI eLearning and other digital product platforms to ensure members are maximizing tools effectively.
• Exhibits a thorough knowledge of PADI digital products and the ability to prescribe the application to members, including EVE.
• Provides business training; sales training, pricing, merchandising, determining product and service profitability, and insurance.
• Direct involvement in the development and implementation of product promotions and campaigns. Maintains regular contact with PADI Dive Centers and Resorts through a combination of store/resort visits, phone calls and email. Provide public relations for PADI.
• Performs necessary paperwork functions, including:
  o Calendar Year Proposed Activities Itinerary & Budget (due September)
  o Trip Status Report (biweekly)
  o Expense Report (biweekly)
  o Seminar Income/Expense Report (immediately following programs)
  o Weekly Itinerary
• Reviews store/resort member applicant qualifications and makes recommendations for membership in the PADI Retail and Resort Association.
• Actively participates in any Dive Center Crossover programs, geared toward acquiring dive operations as Retail and Resort Association Members.
• Actively participates in PADI Business Academy programs, Member and PADI Retail and Resort Association Forums. This includes, but is not limited to, conducting programs, telephone (or other) communications with participants to discuss progress of forum agreement items, appropriate follow up, and recording of communications and follow up in E Synergy.
• Represent PADI before membership and, governments and official agencies, when appropriate.

Adheres to all company policies including, but not limited to, the Anti-Discrimination & Harassment policy and the IT Computer Use policy.

QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND/OR EXPERIENCE
• High school diploma or equivalent; relevant college / tertiary qualifications preferred.
• Extensive dive store retail experience (management/ownership preferred).
• Experience as an outside Sales Representative preferred.
• Experience in International business.

LANGUAGE SKILLS
Ability to read, analyze, and interpret general business periodicals, professional journals, or technical procedures. Ability to write reports and business correspondence. Possesses extraordinary presentation skills. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
MATHMATICAL/ANALYTICAL SKILLS
Ability to calculate figures and amounts such as discounts, interest, margins, commissions and percentages. Research, analyze, and monitor financial, technological and demographic factors within Region so that market opportunities may be capitalized.

REASONING ABILITY
Ability to develop high-quality decisions based on honest, thorough and rational evaluations of the correlation between the customer’s problem and the seller’s solution. Ability to interpret a variety of instructions provided in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS
Must display a strong passion an enthusiasm for diving and be able to scuba dive on a regular basis.

CERTIFICATES, LICENSES, REGISTRATIONS
PADI Master Instructor Required, Course Director Preferred.

BEHAVIORAL REQUIREMENTS
Ability and Willingness To:
• Follow directions from a supervisor
• Interact well with co-workers
• Understand and follow Company policies and procedures
• Accept constructive criticism
Demonstrate professional behaviour that supports team effort and enhances team behaviour, performance and productivity.

OTHER SKILLS AND ABILITIES
• Strong working knowledge of implementing PADI Educational programs into retail dive stores.
• Must be able to travel approximately 60% of the time both within the region and internationally.
• Political astuteness.
• Ability to function effectively in non-structured situation.
• Excellent organization and administrative skills.
• Observant, focused and collaborative.
• Strong business writing skills.
• Computer skills: Web browsers, e-Letters, Microsoft software, Tablets, Laptops, wireless communications technology, thorough understanding of social media platforms.
• Display Loyalty to and a strong commitment to serve the goals and direction of PADI Asia Pacific.

LOCATION
The Regional Manager (Indonesia & East Timor) is required to live and operate within Indonesia therefore appropriate citizenship or ability to secure relevant visa/work permit is essential.

To apply please send your CV to:
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Application closing date: 23rd August 2013