



Job Description: Dive Instructor

Location: Key Largo, FL

Status: Hourly (Non-exempt)

- This position may be Full-Time or Part-Time subject to the needs of the location

Summary:

The Dive Instructor is responsible for teaching scuba certification classes; generating sales of Total Diving Systems and other products for all courses offered by Divers Direct; and managing the instruction experience in its entirety, from initial customer inquiry and course registration through final processing of certification paperwork.

Duties / Essential Functions:

- Teach dive classes in accordance with agency and Divers Direct standards & expectations
- Generate sales of Total Diving Systems and other products to dive students
- Respond to customer inquiries about Divers Direct instruction programs
- Prepare all equipment, tanks, facilities, paperwork & classroom materials necessary to conduct classes
- Coordinate the use, check-out procedures, and proper maintenance of student dive gear
- Complete instruction-related sales transactions and maintain proper cash accountabilities
- Generate and complete required documentation according to agency and company expectations
- Retain students as Divers Direct customers through ongoing communication of and participation in Continuing Education, diving and social opportunities
- Participate in Divers Direct seminars, special events, and community activities that are necessary for the continued growth of our instruction programs
- Maintain a professional and orderly classroom environment
- Follow company guidelines for workplace uniforms and personal appearance both in and out of the water
- Provide a high level of customer service in the completion of all job duties
- Travel to other retail locations and dive destinations as needed
- Adhere to all company policies, procedures and practices
- Other tasks as assigned by the General Manager, Director of Instruction, or designee

Qualifications:

- One to three years prior experience as a Dive Instructor; six (6) months sales or related experience preferred.
- Actively certified as Master Scuba Diver Trainer or equivalent
- Currently certified in First Aid & CPR, as defined by agency specifications
- Must be in good standing (no recorded ethics violations or quality assurance issues) with the certifying dive agency; must have established safety record.
- Must be eligible for required insurance or presently insured & renewed.
- Familiarity and experience using various facets of Social Media marketing in the promotion of classes, events, dive-related travel, etc.
- Overall understanding of personal computer operation.
- Excellent verbal and written communication skills.

- Excellent interpersonal skills. Must be willing and able to work in a collaborative setting with a diverse group of internal and external customers and vendors.
- Must be able to work a flexible schedule as dictated by retail instruction needs.
- Must be an active member of the Keys Consortium

Desired Characteristics:

- Honesty and integrity
- Customer-service orientation
- Demonstrated ability to drive performance metrics
- Genuine enthusiasm for the sport of SCUBA diving, which is passed on to students
- Safety-consciousness in completing all job duties and supervising all diving activities
- Maintenance of a professional image and demeanor
- Effective balancing of business and personal interests
- Adaptability and flexibility to changing business and student needs
- Excellent organizational and time-management skills
- High level of diplomacy in managing internal and external customer relations

Physical Requirements:

- Must be able to work in various physical environments & conditions, including in stores, classrooms, pools, lakes, on boats, in the ocean, etc.
- Ability to maintain control of a group of at least 6 students and perform rescues in-or-out of water as necessary
- Ability to load and unload scuba tanks and equipment repeatedly over a long period of time
- Ability to bend and squat
- Ability to lift/carry 40+ pounds on a regular basis
- Ability to climb ladders
- Ability to read, write, count and do basic arithmetic

For more information, please contact:
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