

Course Director

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XTC is a world-class scuba diving and watersports operation that offers the full range of PADI courses, from Bubblemaker/DSD up to the highest levels of professional training, as well as Technical diving and Rebreather courses, up to and including Technical and Rebreather Instructor. In addition to scuba diving, XTC offers myriad in-water excursions such as snorkeling trips, kayak rentals and tours, SUP rentals and tours, and world-class fly fishing in the flats of Chetumal Bay, as well as specialty **big animal encounters**.

XTC is a fully self-contained facility that includes a fleet of six dive boats and a 45-foot live-aboard, as well as a large physical plant complete with a state-of-the-art fill station, including a gas-blending system capable of making large volumes of Nitrox using a continuous blending system, and any mix of Nitrox, Trimix and oxygen using a custom blending panel and redundant booster pump setup. XTC's facilities are completed by a custom-built training pool, large rental equipment locker, extensive classroom setup, and a large, custom-built, dedicated Technical, Sidemount, Rebreather and free-diving facility, as well as our own boat shed and mechanic shop.

XTC has been in business for more than 20 years and has earned a reputation as a top-notch dive destination with the rare combination of a remote, pristine location, world-class facilities, state-of-the-art training and superior customer service. Our marketing program consists entirely of marketing to existing (return) customers, word-of-mouth referrals, digital marketing and in-person public relations (dive shows, partnerships, etc.)—the cornerstone of which is stellar customer service and satisfaction.



Course Director

We also do a considerable amount of logistical support for commercial TV, film and photo productions. Our clients have included Animal Planet, NatGeo, GoPro, Discovery Channel, BBC, ITV, and many, many other media giants, as well as scientific projects, researchers and government.

https://www.tripadvisor.com/Attraction_Review-g499454-d1209817-Reviews-XTC_Dive_Center-Xcalak_Costa_Maya_Yucatan_Peninsula.html

XTC has a stable of tenured and experienced staff that knows their craft well, as well as established and documented practices and procedures. We are recruiting an experienced, motivated Course Director (or experienced MI well underway to the CDTC) to directly oversee our growing professional training programs. The person in this role will also effectively work with a growing, diverse and multinational management team that includes hospitality, marketing, maintenance, technical diving, a tour operator and other sister businesses within the group, to help take our company and programs to the next level.

Your main area of focus will be to directly oversee our professional training programs—**the programs we offer in-house** as well as through **GVI Dive Academy**, a long-running and very successful joint-venture with **Global Vision International**. GVI consists of a series of programs, but the flagship is a 7.5-month-long marine conservation training + DM internship + IDC + MSDT prep that is one-of-a-kind and focuses on conservation and sustainable diving practices. This program consists of four 3-month Divemaster internship “phases”, followed by an IDC + MSDT program, and several other variations.

As the most senior staff member in charge of recreational training (pro training included), you will also be in charge of managing our relationships with both GVI and PADI—an important aspect of this job.

It will be your responsibility to work with our Head Instructor/Operations Manager to fully integrate our interns into the daily operations of the dive center, and to fully leverage all of XTC’s full-time staff (from instructors to administrative/marketing staff) to help make the best of our interns’ time at XTC (both for them and for the company), thus fostering a virtuous cycle for all involved in the programs. We pride ourselves in providing one of the



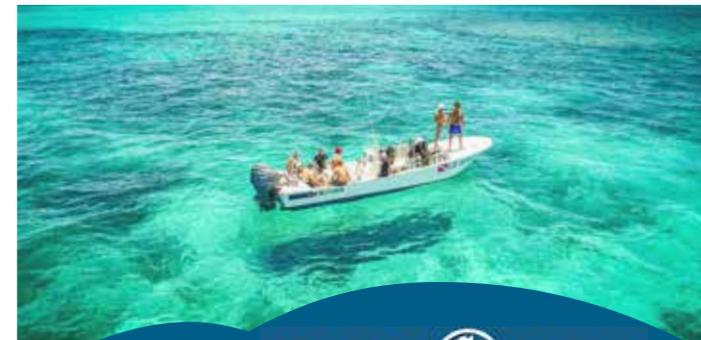
Course Director

few true internships in diving, where interns are fully assimilated into the daily workings of the dive center and directly mentored by full-time, experienced staff (in all positions), rather than taught by other interns who are at a different stage of training.

You will work side-by-side with a team of diverse, multinational and multicultural team members who act in different positions, which includes boat captains and guides (all local, Xcalakan ex-fishermen), PADI dive instructors (we currently have instructors from Belgium, Australia, the UK and Switzerland), and office/administrative/marketing staff (currently in the USA and Mexico). This, need to liaise with, and effectively work and collaborate with, other members of the management team and the owners of XTC/YDT means that your people skills must be extremely well-developed and honed. It means that you not only enjoy, but also thrive in situations that require you to bridge cultural and age gaps to work in a well-oiled team that is motivated, happy and engaged, and that you have lots of experience doing so. You enjoy participating in team-building events (BBQs, get-togethers, etc.) and are social and gregarious; you enjoy the company of others and feed off the energy of being around people all day long (introverts need not apply, please).

You will also be in charge of administration and marketing as it relates to XTC's Professional Training business. You will work with the office manager, who handles all client correspondence, invoicing, payments, paperwork (training, release forms, etc.), as well as our grassroots marketing efforts within the community, and you'll work with our marketing team to provide them with content on a daily basis for social media and other marketing outlets.

XTC Dive Center and its divisions (recreational, professional, Technical/Rebreather, excursions, fly-fishing, etc.) belong to a group of companies that includes an inbound tour operator. **Yucatan Dive Trek** is based in Playa del Carmen, with administrative offices off-site in Chetumal (the state capital, 2 hours away, where we source all our procurement), which means that you will need to effectively communicate and collaborate with peers and colleagues on- and off-site using project management software, an internal intranet/wiki, WhatsApp chats, in person meetings, etc.



Course Director

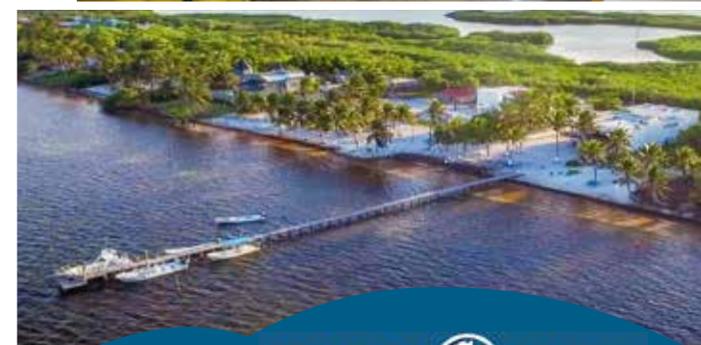
As a growing and interrelated group of companies in the diving, eco-tourism and hospitality operations and marketing fields, we need managers who understand and can formulate and implement management, marketing and business development strategies within a broader context. These managers are broadly knowledgeable in modern management, operations and marketing practices (especially digital, content and “guerilla” marketing), and can also delegate and train and oversee staff, without resorting to micromanagement or creating discord.

Our company culture nourishes individuals who strive to achieve high-performance, and value freedom and responsibility over structure and stability. If you are looking for a stable 9-to-5 where you meet at the bar at 5 for after-work beers and expect to be paid extra for, or have a problem with, doing work that “isn’t your job,” or just want to live in paradise to “take it easy”, this is not the job for you. Although we are in the dive/eco-tourism industry and specialize in running trips in remote locations, we are also a modern, growing company with international partners and operations, and ambitious expansion plans. We are run by a team of like-minded, international staff who do seek to escape the “rat race,” but aren’t afraid of working very smart (but also hard), to do so in a rewarding field and environment.

We don’t measure people by how hard they work or how much they are in the office; we care about accomplishing great work. Having said that, you need to be wise in the decisions you make with respect to the hours you work and where and how you do so, so you can inspire your team to show up on time and work hard.

The best managers figure out how to get great outcomes by setting the appropriate context, rather than by trying to control their people. We need a manager who is respected by the team and who inspires them to be great, and who is able to train them to do great work.

We highly value performance, freedom and responsibility. We value context over control (context: strategy, metrics, assumptions, objectives, clearly-defined roles, knowledge of the stakes, transparency around decision-making; control: top-down decision making, management approval, committees, planning and process valued more than results), aiming for highly aligned but loosely coupled business units (read: as little bureaucracy/process as possible).



We are looking for an individual who possesses the following traits:

Judgment

You make wise decisions despite ambiguity. You identify root causes and get beyond treating symptoms. You think strategically and can articulate what you are and are not trying to do. You smartly separate what must be well now, and what can be improved on later.

Communication

You listen well, instead of reacting fast, so you can better understand. You are concise and articulate in speech and writing. You treat people with respect, independent of their status or agreement with your point of view. You maintain poise in stressful situations.

Impact

You accomplish amazing amounts of important work. You demonstrate consistently strong performance so colleagues can rely upon you. You focus on great results rather than on process. You exhibit bias to action and avoid analysis-paralysis.

Curiosity

You learn rapidly and eagerly; you seek to understand our strategy, market, customers and suppliers. You contribute effectively outside of your specialty. You are broadly knowledgeable about business, diving, hospitality, tourism and marketing (especially digital and content marketing).

Innovation

You conceptualize issues to discover practical solutions to hard problems. You challenge prevailing assumptions when warranted, and suggest better approaches. You create new ideas that prove useful. You keep us nimble by minimizing complexity and finding time to simplify.

Courage

You say what you think even if it's controversial. You make tough decisions without agonizing. You take smart risks. You question actions inconsistent with our values.

Passion

You inspire others with your thirst for excellence. You care intensely about XTC's success. You celebrate wins. You are tenacious.

Honesty

You are known for candor and directness. You are non-political when you disagree with others. You only say things about fellow employees you would say to their faces. You are quick to admit mistakes.

Course Director

We are looking for the rare, responsible person: self-motivating, self-aware, self-disciplined, self-improving, acts like a leader, doesn't wait to be told what to do, and picks up trash when they see it lying on the floor.

In turn, we pay top-of-market for our area and have strong promotion and development opportunities for our management team. Our management compensation scheme consists of a base salary that will allow you to live comfortably in our area, plus a performance-based commission structure to complement it.

If you think you are the right person for our team and are looking to relocate somewhere mid-term (we are looking for no less than a 5-year commitment), please put together a 2-minute video explaining why that is, and upload it to YouTube. Then, please send an email to js@xtcdivecenter.com, addressed to Javier Salas, Owner/Operator of XTC, with the YouTube link, a full CV (including non-diving schooling and experience) and references for your last four places of employment.

We look forward to hearing from you!

