



Job Posting NAUI Services Group, Inc. (NSG) NAUI Green Diver Initiative (GDI) Manager

The GDI Manager acts as an ambassador for the Green Diver Initiative (GDI) and the National Association of Underwater Instructors (NAUI Worldwide), always striving to engage participants and their donors with the GDI mission. This position works closely with the NAUI Services Group, Inc. (NSG) Business Development and Marketing teams to foster participant engagement, exceed donor expectations and drive revenue to support the GDI mission. Strong relationship-building skills, a positive, can-do attitude and a commitment to working as a team are essential for success in this role.

Company Information:

The Green Diver Initiative is a 501(c)(3) not-for-profit corporation dedicated to conserving and preserving the ocean planet. The organization promotes a global community of NAUI Worldwide certified divers and friends, and is open to anyone concerned about the future of our aquatic resources. The GDI's day-to-day operations are managed through NAUI Services Group, a wholly-owned subsidiary of NAUI Worldwide. NSG is Headquartered in Riverview, Florida and has Service Support Centers located in Africa, the Middle East, Europe, Mercosul (Brazil) and Asia-Pacific. NSG is responsible for administrative and general services support for the Green Diver Initiative. The GDI Manager is an employee of NSG with primary responsibilities that include the development and implementation of an operational plan to meet or exceed revenue and engagement goals as established by the Green Diver Initiative Board of Directors.

NAUI Services Group is led by an Executive Director who reports to both the NAUI Board of Directors and the NAUI Services Group Board of Directors. The U.S. International Revenue Service determined the GDI to be a tax-exempt, non-profit 501(c)(3) corporation; NSG is a separate for-profit Florida corporation.

The Green Diver Initiative Manager reports directly to the NSG Executive Director or his or her designee.

Principal Duties and Responsibilities:

- Manages relationships including acquisition and retention with the GDI event teams, NAUI Affiliates, fundraisers and sponsors.
- Implements campaign strategies to retain, grow and recruit participants for assigned

events and GDI activities.

- Works with NSG and the GDI leadership to execute operational plans that focus on acquisition, retention and cultivation of top fundraisers, teams, participants and sponsors.
- Manages portfolios for the GDI event teams, top fundraisers, participants, sponsors and volunteers.
- Ensures the GDI participant relationships and corporate partnerships result in growth in registrations and revenue.
- Works with NSG marketing and business development teams to engage all staff in revenue growth assessment and the planning process.
- When applicable, coaches, develops and supervises an event volunteer staff responsible for execution.
- Identifies, develops and grows GDI capacity (skills and talents) to achieve measurable and sustainable results while removing obstacles.
- Accelerates GDI revenue growth by ensuring each GDI market has a strong event experience, including VIP level recognition.
- Works with the GDI Board of Directors and NSG marketing staff to implement successful GDI fundraising and recruitment.
- Regularly monitors the performance of a fundraising portfolio to ensure timely responsiveness to new registrants, to recognize fundraising and recruitment milestones and to maximize retention.
- Leverages mission-related resources to engage participants during the year and motivate increased fundraising.
- Stewards top fundraisers and the GDI Affiliate teams year-round with mission focus and gratitude.
- Facilitates volunteer engagement for fundraising and event experience in the assigned event revenue portfolio.
- Cultivates volunteers, seeks and provides feedback and shares opportunities for reciprocal growth and learning.
- Encourages volunteer involvement on the part of teams and participants' connections to enhance the efforts and expand team/participant engagement.
- Completes and submits all required local, state and federal regulatory corporate reports and filings to the appropriate agency or authority.
- Fulfills other duties as assigned.

Accountabilities and Performance Measures:

- Collaborates with the GDI Board of Directors and volunteers to maximize engagement and results of committees to increase outreach, acquisition and awareness.
- Achieves revenue milestones and goals through management of a fundraising portfolio and recruitment to maximize retention of donors and revenue growth.
- Develops and manages effective GDI event teams.

Desired Qualifications:

Minimum BA or BS degree in non-profit business management, public relations, communications or marketing preferred but not required, based on experience. Five years or more of event and relationship management experience will be accepted in lieu of degree.

Two to four years minimum leadership experience with at least two years in fundraising is desirable. The successful candidate must be a self-starter, capable of working independently and managing multiple priorities while building strong relationships with multiple constituencies. Experience and competence using Microsoft tools including MS Word and MS Excel are essential; Experience with Adobe Suite products including InDesign a plus.

Candidates must have a valid driver's license and passport (or be eligible). Certified scuba diver or leader is a plus.

Working Conditions:

Work will primarily occur in an office environment. The position requires some physical activity such as lifting and moving computer equipment into place or crawling in tight spaces. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk, sit, and use hands to finger, handle, or feel. The employee is occasionally required to stand, reach with hands and arms, stoop, kneel, crouch, and crawl. The vision requirements include: ability to adjust focus and close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Deadline for applications: Thursday, February 15, 2018.

Please submit resume with salary requirements to smccoy@nau.org.