

# Outdoor Animator

## ROLE OVERVIEW

**Outdoor animators are responsible for planning and organising outdoor activities.**

They may at times be involved in aspects of administration, front office tasks and tasks related to the activity base and maintenance of equipment. The workplace of an outdoor animator is mostly “in the field” but can also take place indoors.

As an outdoor animator you are responsible for planning and organizing outdoor activities for a wide variety of audiences. You are a public face for your outdoor activity, working towards fostering an enjoyable experience for participants. You will be expected to demonstrate how to safely perform the activity in your field of choice in addition to teaching and providing guidance to visitors of all skill levels.

Beyond performing your activity, you will also be responsible for some or all aspects of the administrative responsibilities, front office tasks, and resource maintenance. While you will perform activities in an outdoor setting, an aspect of your work will involve indoor settings to manage the business side of the program.

You should be physically fit, appropriate to your activity, and have a passionate love for the outdoors. You will be interacting with customers from a wide variety of backgrounds and should have experience managing different needs and expectations.

## STRATA LEVEL: 1 – Operational

### Also Known as:

- Climbing Instructor
- Rafting Instructor
- Outdoor Activity Instructor
- Outdoor Adventure Guide
- Paddle Sports Instructor
- Zipline Guide
- Kayaking Instructor
- Riding Instructor
- Fishing Guide

### Education and Experience:

- High School Diploma.
- Knowledge of a particular terrain or body of water with a demonstrated ability in activity.
- Relevant licences or certifications for your activity.
- First Aid Certificate.
- CPR Certificate.

### Associated NOC(s):

- **6532** – Outdoor Guide



## TECHNICAL



### Program Delivery

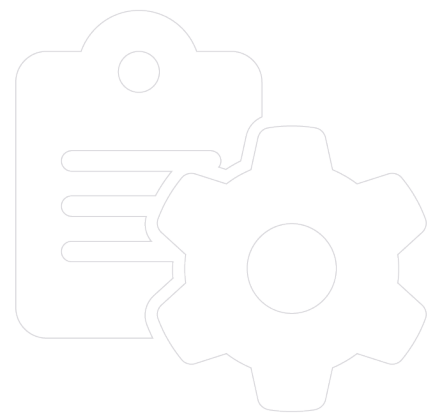
**Represent the organization in presenting the program to ensure that the program remains aligned with the organization's strategic objectives and program plan as circumstances change.**

- Employ a variety of approaches, learning styles, and mediums to instruct and inform participants on sustainability initiatives.
- Conducts outdoor activities in a dynamic way to encourage group participation and manage visitor experiences.
- Deliver programs, public tours, events, camps, and/or workshops to create an enjoyable experience for visitors.
- Prepare guides on local, environmental, or cultural areas to share information in a digestible format about the local area.
- Monitors visitors' activities to ensure compliance with establishment, tour, or local area regulations and safety practices.
- Demonstrates outdoor activities and advise on the use of equipment to teach skills and proper methods to visitors.

### Program Coordination

**Coordinates components of program activities to improve the day-to-day functions within an organization's programs.**

- Administer, coordinate, and process registrations for clubs, activities, and programs to ensure programs have sufficient participation.
- Distributes informational resources to explain the processes and operations for the establishment or area.
- Take photographs and motion pictures to use in promotional displays to improve programs publicity.
- Distributes participant evaluation surveys to improve future programs and improve program development.



## Project Scheduling and Implementation

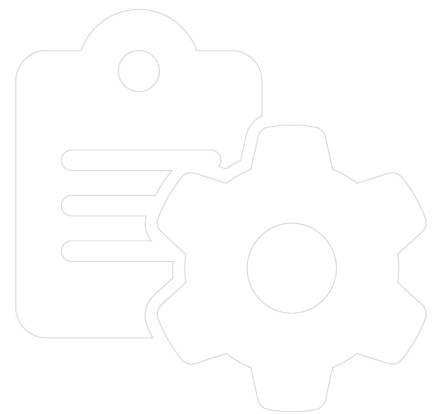
**Develops a coordinated schedule of project activities to establish clear deliverables and deadlines for completion.**

- Applies local knowledge of travel routes and destination area to plan tour itineraries and activities to create a unique and enjoyable experience for visitors.
- Create a schedule of planned activities to ensure visitor's experience is structured and completely in a timely manner.
- Schedule and coordinate exogenous resources such as accommodations, transport, meals, or the availability of specialized or medial personnel to ensure all visitors have requisite resources to enjoy activities.

## Equipment Management

**Operates and maintains equipment using established processes to ensure all equipment functions within allowable variances to maximizes safety and efficiency.**

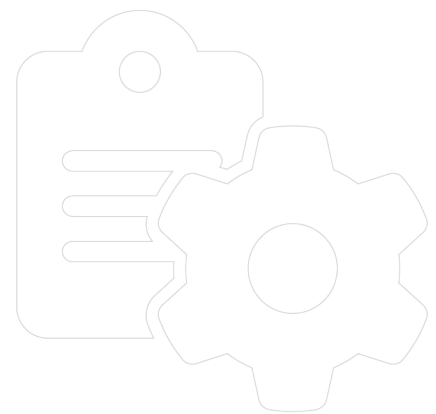
- Operates equipment in compliance with organizational standards to maintain efficient and safe workplace operations.
- Monitors the use of outdoor equipment to recognize and remedy inadequate equipment.
- Verifies the quantity of equipment prior to expedition or tour to ensure adequate supply for visitors.
- Repairs equipment when required to ensure equipment functions properly and is safe for customer use.



## Social Media Engagement

**Uses social media to communicate with customers and promote organizational programs, projects, or policies to develop positive brand recognition and consumer engagement.**

- Monitors various social media platforms to identify customer interests, trends, and gauge public sentiment to promote or improve relevant products.
- Respond to customer queries or requests in line with organizational practices to foster engagement or remedy queries.
- Create digital content to improve customer engagement or improve organizational branding.
- Explain the services or products offered by your organization to customers on social media to inform customers and generate positive business growth.



## PERSONAL AND PROFESSIONAL



### Communication

**Positively directs outcomes by delivering communication that results in a better understanding of goals and objectives and that capture interest and gain support for immediate action.**

- Adjusts communications depending on outdoor environment to ensure visitors can always hear instructor.
- Provides clear instructions and information to visitors to ensure visitors clearly understand the activity at hand.
- Shares relevant and useful knowledge, experience, or expertise to visitors to make their experience more enjoyable.
- Actively listens to visitors to addresses any questions or concerns to improve overall experience.
- Uses non-technical language to effectively communicate with visitors of all experience levels

### Customer Service

**Demonstrates a commitment to working with customers to assess needs in an effort to satisfy requirements and expectations.**

- Demonstrate outdoor activity to visitors to illustrate how to safely perform activity to ensure all visitors can complete activity in a safe and enjoyable manner.
- Demonstrate the hazards associate with outdoor activity so visitors can mitigate risks and take appropriate precautions to ensure activity is safe and enjoyable.
- Promptly responds to changing circumstances and communicates changes with visitors to ensure understanding.
- Recommends services, sites, or products to visitors to improve consumer welfare.
- Identifies opportunities to work with visitors to improve their skills to improve their experience.
- Responds to questions, concerns, or issues with a positive attitude to address customer needs to ensure a positive experience.



## Teamwork

**Actively participates in working with and helps others to accomplish a common objective.**

- Recommends improvements or solutions to supervisors for the purposes of improving operational efficiency.
- Presents information to decision makers in a logical and structured manner to ensure understanding.
- Listens to constructive feedback and incorporates suggestions to achieve a collective objective.



## LEGAL, REGULATORY, AND POLICY



### Health and Safety Procedures

**Abides by and advocates specific workplace safe operating procedures and occupational health and safety requirements within a defined jurisdiction to ensure the health and safety of others.**

- Participates in daily hazard assessments or toolbox meetings to ensure all employees are aware of the potential risks associated with their assigned duties.
- Leads by example in following establish health and safety protocols to encourage all team members to do the same.
- Establishes safeguards and best practices for activities to align with organizational health and safety plan to ensure the safety of all team members and customers.
- Perform and administer first aid, where appropriate, to provide help to a sick or injured person until they receive more complete medical treatment.
- Identifies risk factors associated with activity to devise appropriate and responsible safe practices to ensure the health and safety of all parties.
- Reports incidents or problems to appropriate authorities to ensure all risks are accounted for and corrected.

### Emergency Response

**Act as a leader during an emergency by taking and/or managing the required response needed to protect life, the public, the environment, and the organization following a serious incident.**

- Act as a leader in emergency situations to ensure proper execution of emergency procedures by all personnel.
- Ensure emergency services are contacted as appropriate to mobilize the required emergency response in as timely a fashion as possible.
- Direct or take mitigating action as possible and appropriate to reduce harm, such as administering first aid or sectioning off access to the scene of an incident.
- Communicate the occurrence of an incident to upper management, nearby workers, the public and/or relevant government agencies as appropriate.
- Set up shelters in the event of an emergency to ensure visitors exposure to harmful conditions is minimized.



## ENVIRONMENTAL



### Environmental Education

**Plan, perform, and supervise environmental educational activities for a variety of audiences to teach audience members how natural environments function and how humans can manage behaviours and ecosystems to live sustainably.**

- Present educational materials that focus on environmental and cultural significant issues to inform a variety of audiences.
- Incorporate different learning strategies to engage audiences in line with the ethos of environmentalism.
- Conduct field trips to point out scientific, historic, and natural features of parks, forests, historic sites, or other attractions.
- Prepare and present interpretive talks to communicate environmental or cultural issues.
- Develops resources for a variety of audiences to inform about sustainable tourism and the impact of human interaction on the environment, culture, and local heritage.

### Sustainable Tourism

**Integrates sustainability into all aspects of tourism to conserve and support the local environment, culture, and knowledge to foster an environmental and cultural understanding in visitors.**

- Adheres to environmental guidelines in a natural area to minimize the human impact on a surrounding area.
- Applies the principles of 'leave no trace' while delivering outdoor activities to minimize the impact on natural areas.
- Attempts to plan and perform activities with the lowest possible impact on the surrounding natural area to ensure the areas long-term preservation.
- Uses equipment and resources which have aspects of sustainability integrated into design and practices to promote sustainability through tourism value-chain.
- Promote local products and services to visitors to encourage the use of local tourism in a destination.
- Direct visitor flows in natural area to minimize the long-term impact of visitors to ensure the preservation and sustainability of natural area.

