



SUSTAINABLE BLUE ECONOMY PROFESSIONAL

Outdoor Animator

As an Outdoor Animator, you engage visitors in hands-on activities that highlight the beauty and importance of natural and coastal environments. Through guided experiences like kayaking or teaching about local wildlife, you educate and inspire, promoting sustainable tourism and fostering a deeper respect for marine ecosystems.



Ocean
Alliance
Canada



JOB DUTIES

- Plan and lead guided outdoor activities and provide visitors with safe, engaging, and educational experiences;
- Develop and deliver educational content on local ecology, conservation, and cultural history;
- Ensure all safety protocols are followed;
- Share knowledge of local flora, fauna, and ecosystems, including traditional knowledge where appropriate;
- Assist in the maintenance of equipment;
- Promote sustainable tourism practices and compliance with environmental regulations;
- Support community events and activities;
- Work on a team of outdoor animators or with volunteers.



TECHNICAL SKILLS

- Proficiency in Outdoor Activity Skills (e.g., kayaking, snorkelling, hiking);
- Knowledge of Local Ecology and Environmental Conservation;
- First Aid and Emergency Response; and
- Group Management and Safety Protocols.



PERSONAL & PROFESSIONAL SKILLS

- Strong Communication Skills
- Problem-Solving Abilities
- Storytelling and Interpretation
- Physical Stamina and Resilience



EDUCATION

Typical education requirements include a high school diploma. However, a degree or diploma in Outdoor Recreation, Environmental Studies, Tourism, or a related field is generally beneficial. Courses in ecology, environmental education, and outdoor leadership also provide valuable skills. To work as an Outdoor Animator, certain certifications are either essential or highly recommended:

- First Aid and CPR are essential for ensuring participant safety.
- Wilderness First Responder certification is highly recommended for working in remote settings.
- Specialized training in water safety (e.g., Lifeguard or Open Water Diver certification).
- Wilderness guiding (e.g., Wilderness Tour Guide certification) can also be advantageous.
- Relevant coursework includes environmental education, outdoor leadership, interpretation, and wildlife management.



WHERE TO WORK

As an Outdoor Animator, you may work in organizations such as:

Eco-Tourism Companies | Marine and Coastal Parks
Conservation Organizations | Outdoor Education Centers
Adventure and Recreation Companies | Marine Resorts and Lodges



FutureSkills
Centre

Centre des
Compétences futures



INDIGENOUS PATHWAYS

ECO Canada is committed to increasing Indigenous Participation in the Blue Economy by highlighting non-traditional education and training pathways.

For Indigenous individuals with a passion for nature and cultural storytelling, a career as an Outdoor Animator provides an opportunity to share traditional ecological knowledge and promote environmental stewardship. Various programs specifically support Indigenous pathways into eco-tourism and outdoor education, blending Indigenous heritage with modern outdoor guiding skills.

INDIGENOUS TOURISM ASSOCIATION OF CANADA (ITAC)

- Programs that help build careers in eco-tourism and cultural guiding;
- Learn guiding skills, cultural interpretation, and eco-tourism management; and
- Access to certifications (wilderness first aid).

ABORIGINAL YOUTH FIRST PROGRAM

- Works with Indigenous youth to develop skills in outdoor leadership and environmental stewardship; and
- Mentorship in guiding, conservation, and traditional land-use practices.

FIRST NATIONS STEWARDSHIP PROGRAM PARKS CANADA

- Trains Indigenous youth and adults in park stewardship, wildlife observation, and ecological interpretation; and
- Learn skills such as plant and wildlife identification, storytelling, and leading educational tours, all within a framework that honours Indigenous land knowledge and conservation practices.

Through these programs, Indigenous individuals interested in becoming Outdoor Animators can access training, mentorship, and certifications that blend Indigenous wisdom with the demands of modern eco-tourism. This pathway allows Indigenous Outdoor Animators to build careers that celebrate their cultural heritage, connect people with nature, and foster a deeper respect for the environment.



Outdoor Animator

SUSTAINABLE BLUE ECONOMY PROFESSIONAL