



Ocean  
Alliance  
Canada



# Ocean Literacy Specialist

## BNOS PROFILE



Funded by the  
Government of Canada's  
Future Skills Program



### ROLE OVERVIEW

The Ocean Literacy Specialist develops and delivers engaging educational programs that promote understanding of ocean systems and the relationship between human activity and marine environments. Working with diverse audiences, they create inclusive, place-based learning experiences that integrate scientific knowledge, Indigenous and local perspectives, and sustainability principles. Using a variety of formats—such as lectures, tours, workshops, and interactive exhibits—they foster public awareness, stewardship, and behaviour change that supports healthy oceans.

In addition to program delivery, the specialist collaborates with partners, evaluates program effectiveness, and contributes to strategic planning and resource management. They monitor feedback, analyze outcomes, and refine content to ensure programming remains relevant and impactful. This role requires strong communication, environmental education, and stakeholder engagement skills, along with a solid understanding of marine ecosystems, oceanographic processes, and the social dimensions of sustainability.

### INDEX OF POTENTIAL TITLES

- Program Manager
- Community Outreach and Education Officer
- Marine Education Specialist
- Environmental Outreach Officer

### NATIONAL OCCUPATIONAL CLASSIFICATION

4166 - [Conservation and fishery officers](#)

4164 - [Social policy researchers, consultants and program officers](#)

### STRATA LEVEL

3 – Specialist/Managerial

### RELATED CAREER PROFILE(S)

[Outreach and Education Specialist – The Oceanography Society](#)

### EDUCATION AND EXPERIENCE

An undergraduate or graduate degree in:

- Education
- Sciences (e.g. conservation)
- Environmental Studies
- Natural Resource Management
- Indigenous Studies
- Business

- Public Relations
- Communications

Having previous experience in management, leadership roles, and educational program development and delivery may be required.



## TECHNICAL COMPETENCIES

### PROGRAM DELIVERY

**Delivers ocean literacy programs and interpretive experiences to diverse audiences and partners to align with organizational objectives and foster understanding of ocean systems, human impacts, and sustainability practices in changing contexts.**

- Advises external stakeholders and the public on ocean literacy programs and initiatives to improve accessibility and increase awareness of ocean-related issues.
- Collaborates with partner organizations to co-deliver engaging, evidence-based educational programs that promote understanding of marine environments and stewardship.
- Designs and constructs interpretive exhibits and displays that communicate local marine ecology, history, and science to visually enhance audience engagement and knowledge retention.
- Delivers guided programs, tours, and interpretive presentations to educate participants on marine environments, sustainability, and ocean-human relationships.
- Applies various instructional methods and multimedia tools to present program content in ways that engage diverse learning styles and maximize comprehension.

### PROGRAM EVALUATION

**Evaluates program success by analyzing benefits, risks, key indicators, and stakeholder feedback to develop reports that communicate program status and drive improvements.**

- Analyze client feedback on program delivery gathered through conversation or surveys to note ways to align and refine services to program objectives and enhance program delivery.
- Distributes participant evaluation surveys to inform future program development and improve program impact.
- Monitors programs operating data to ensure accurate tracking of key statistics and proper use of program resources.
- Prepare quarterly and year-end program reports to communicate successes, failures, and deliverable status while providing accountable documentation.
- Works with senior leadership and other staff to revise program outlines and content to ensure effectiveness and accuracy in delivery.

### STAKEHOLDER RELATIONS MANAGEMENT

**Identifies relevant actors to consult, engage, and partner with in program development to ensure content aligns with project goals and remains relevant.**

- Establishes a sustainable network of educational and knowledge-holder partnerships to pursue collaborative program opportunities.
- Consults with Indigenous knowledge holders and clients to identify issues in program content and ensure accuracy and relevance in materials and delivery.
- Develops and maintains relationships with clients and customers to ensure high-quality service, program success, and client retention and expansion.
- Maintains internal and external relationships to build influence and awareness to expand opportunities for future collaborations.
- Work with the local community to foster understanding and awareness of environmental, social, and economic objectives.



## TECHNICAL COMPETENCIES

### BUDGET AND COST MANAGEMENT

Develops comprehensive plans to monitor and evaluate budgets and costs, ensuring all program activities are accounted for and financially sustainable.

- Leads development of a cost management plan to define procedures and documentation for managing project costs throughout the lifecycle
- Provides senior leadership with a cost management plan to ensure program allocations align with organizational priorities
- Monitors operating costs and budget metrics to evaluate processes and performance, ensuring operations remain viable and impactful
- Documents cost, budget, and resource metrics to inform external stakeholders and internal decision makers of potential adjustments and provide transparency



## PERSONAL & PROFESSIONAL COMPETENCIES

### COLLABORATION

**Engages collaboratively with team members, knowledge-keepers, and stakeholders by sharing information, using input from others, and recognizing contributions to support effective program development and delivery.**

- Develops and maintains effective relationships with stakeholders, knowledge-keepers, clients, and the public to encourage cooperative partnerships and ensure inclusive program content.
- Leads inter- and intra-departmental teams to generate solutions and improve program performance of program and other organizational programs.
- Liaises with internal teams to support events and initiatives while increasing awareness of program goals and collaborative opportunities.
- Provides team members with constructive feedback and perspective to support program delivery goals and enhance operational capacity.
- Shares feedback from stakeholders and senior leadership to promote transparency in performance and outcomes.

### LEADERSHIP

**Promotes and facilitates cooperation among supervised personnel to achieve program objectives while providing guidance during all stages of the program cycle.**

- Provides junior staff and volunteers with training and program resources to improve operational capabilities and enhance job satisfaction for staff and service experience for clients.
- Delegates duties and work shifts to staff while communicating expected work and behaviour standards to maintain alignment with program delivery requirements.
- Encourages team members to support one another by creating space to share knowledge, expertise, and challenges, leading to cohesive teams.
- Shares relevant knowledge and experience to help staff achieve objectives more efficiently and effectively.

### PROBLEM SOLVING

**Identifies problems and applies logic, judgement, and evidence to evaluate alternatives and recommend solutions to achieve a seamless program delivery experience.**

- Assesses client's needs and backgrounds to tailor program delivery methods and increase overall impact.
- Identifies strengths and weaknesses of staff and volunteers to allocate tasks effectively.
- Identifies maintenance issues with equipment or facilities and coordinates with staff to resolve them, ensuring a seamless client experience.
- Considers multiple explanations or alternatives for a situation, anticipates potential obstacles, and develops contingency plans to address them and smooth program delivery.
- Consistently takes the initiative under tight deadlines and urgent conditions to meet goals and resolve issues effectively.



### COMMUNICATION

**Delivers clear communication to improve understanding, generate interest, and gain support for immediate action related to program delivery and participation.**

- Communicates mission, updates, and directives to ensure team members share a cohesive vision of program goals and progress.
- Provides supervised staff with clear instructions and role expectations to ensure understanding and readiness for program implementation.
- Informs team members of changes that impact systems to ensure operational safety and efficiency.
- Maintains communications with internal and external stakeholders to exchange information, assess progress, and make necessary adjustments to meet deliverables and program objectives.
- Writes and edits comprehensive reports outlining objectives, progress, and evaluation findings to support program sustainability and impact.
- Actively listens to customers to address questions or concerns and improve their overall experience.
- Synthesizes contributions from multiple disciplines into a clear, non-technical language that clients can easily understand to enhance ocean literacy growth.
- Delivers presentations to all clients, communities, and government audiences to promote understanding and engagement in ocean literacy.



### HEALTH AND SAFETY PROCEDURE

Adheres to and promotes safe operating procedures and health and safety standards defined by organizational and legal requirements to protect the well-being of others.

- Applies and shares knowledge of safe practices (e.g. mooring procedures) during daily tasks and staff training to ensure the safety of team members and customers.
- Adheres to appropriate health and safety procedures in all aspects of work to prevent incidents and ensure a safe working environment.
- Documents all workplace incidents involving staff, volunteers, or clients to reduce hazards and improve safety protocols.
- Implements team-based safety practices aligned with the organizational health and safety plan to protect team members and clients.



### ENVIRONMENTAL EDUCATION FOR OCEANS LITERACY

**Designs and implements ocean literacy education programs to build understanding of the ocean's influence on human systems and the impact of human activity on marine ecosystems to promote sustainable behaviors and ecosystem stewardship.**

- Leads the development of strategic education initiatives to engage stakeholders and clients in ocean literacy and marine sustainability efforts
- Collaborates with cultural, environmental, and Indigenous groups to integrate local and traditional knowledge into ocean literacy programming
- Identifies curriculum needs and partnership opportunities to design innovative programs that advance ocean literacy education and outreach
- Creates instructional strategies and educational content that align with ocean literacy principles to engage and educate diverse audiences
- Develops educational materials focused on marine science and local context to explain human-ocean interactions and encourage ecosystem stewardship
- Prepares and delivers illustrated lectures and interpretive presentations to communicate scientific and cultural aspects of ocean literacy to public and stakeholder audiences .

### OCEAN SYSTEMS AND HUMAN INTERACTION

**Analyzes oceanographic processes, marine ecosystems, and biodiversity to assess the effects of human activities on ocean health to inform sustainable decision-making, education, and stewardship initiatives.**

- Explains key oceanographic processes (e.g., currents, tides, acidification, temperature change) and how they shape marine ecosystems in accessible language to increase program impact.
- Assesses how human behaviors (e.g., pollution, overfishing, coastal development) impact ocean health, biodiversity, and ecosystem services to place audiences in relation to the ocean.
- Describes the interconnectedness of ocean systems with global climate regulation, food security, and human livelihoods to provide comprehensive relational overviews.
- Integrates knowledge of marine species, habitats, and ecological relationships into program content to enhance public understanding.
- Interprets data and research on ocean health trends to inform education, outreach, or conservation priorities.
- Explores and presents Indigenous and local knowledge related to ocean stewardship, place-based practices, and marine management to represent balanced and nuanced content.