

Pacifica Paddle Sports - Guide / Instructor



2025 JOB DESCRIPTION

Pacifica Paddle has one of the largest rental fleets on the West Coast. We offer rentals of kayaks, canoes and paddle boards, as well as kayak and paddle board lessons and tours. We believe customers can be 'Nurtured by Nature', and paddling is a way of facilitating it.

Our Guides and Instructors are key players on the Pacifica Team. They provide tours and lessons for our guests in multiple locations, typically lasting two to three hours. They provide a consistently high level of customer service, and ensure our guests are having a safe, educational and fun tour or lesson. A Guide/Instructor is personable, confident, has great communication skills, and is passionate about paddling and interacting with a wide variety of people.

RESPONSIBILITIES INCLUDE:

1. Leading customers on a variety of tours and lessons originating from multiple locations
 - a. Adapting the activity pace for each group
 - b. Keeping the most competent paddlers engaged while assisting the least competent paddlers
 - c. Maintaining group cohesion, and being proactive to avoid challenging situations
 - d. Providing basic paddling instruction at the start of tours, and as needed throughout
2. Consistently maintaining a high level of customer service
3. Leading and assisting with youth Rec Camps or school groups
4. Leading weekly Social Paddles
5. Ensuring all safety standards are being met on the dock and water
6. Ensuring all tour and lesson requirements are being met, according to Pacifica's policies
7. Maintaining an organized dock area - ensuring boats and gear are customer ready
8. Working with the marketing team to promote our tours and lessons
 - a. Taking photos while on tour, and getting guest permission to share them
9. Assisting with basic fleet maintenance and repairs
10. Setting up and cleaning up boats and gear
11. Assisting other guides, instructors, office and dockhands as required
12. Before any tour or lesson, review the route, wind and water conditions

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REQUIREMENTS

1. Very strong communication skills, able to lead and interact with a variety of people
2. Leadership skills as applied to tour groups, and being a role model for dock hands
3. Good storytelling and presentation skills - willingness to learn local stories, marine knowledge, and information for specific tours such as the bioluminescence.
4. Knowledge of the local area, and how to navigate and read a chart
5. Ability to problem solve and work under pressure in a fast-paced environment
6. Previous paddle guide or instructor experience an asset
7. All required Guide Certifications:
 - a. For Instructors: Appropriate Paddle Canada Instructor Certification (L1 or above)
 - b. For Kayak Guides: Minimum SKGABC Level One Guide Certification
 - c. Minimum Basic First Aid Course Certification and CPR - Level C Certification
8. Ability to sustain heavy lifting and repetitive movement
9. Proficient in English (oral and written)
10. PCOC or SVOP boat license an asset

Hours range from part-time to full-time, April to October. Our busiest months are July and August, so expect to get the most hours in those months, as we expect employees to be most available in these months. Weekend shifts are expected of all guides, with the typical days off landing on Tuesdays and Wednesdays. The shop is open until 8:30 pm, with some evening tours and activities extending our hours. We operate Glow Tours (and potentially Fireworks Tours) on Thursdays through Sunday nights, which typically requires two to four guides. Guides are expected to rotate through night tour shifts. The majority of tours booked are glow tours, so this will be the most consistent tour assignment. We also have consistent youth tours.

Benefits of working at Pacifica include a friendly, supportive, social environment. If you complete a full season, there's an end of season bonus for Glow Tour shifts. You have the opportunity to join Paddle Canada Skills courses. Tourism industry fam offers allow you free or discounted activities like whale watching or other local attractions. As a perk of the job, you'll have use of any of the kayaks, canoes and paddle boards for personal time! You can take our boats off site, to explore more of the greater Victoria area.

Pacifica Paddle will provide opportunities for improving paddling skills for canoeing, paddle boarding, and kayaking throughout the season, while exploring the shorelines of the Saanich Peninsula. These are voluntary participation, but you are encouraged to join multiple sessions, to increase your personal skills and knowledge of the amazing paddling areas around us.

TO APPLY: Submit resume and cover letter online to Else-Jean Frederiksen
ej@pacificapaddle.com