



<p><b>JOB DESCRIPTION – INSTRUCTOR, LEAD INST, SENIOR INST</b></p>
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Key Competencies Required

- a) Cheerful, outgoing personality
- b) Enthusiastic about what we do
- c) Smart appearance and good personal hygiene
- d) Excellent time keeping when meeting clients
- e) Good at communicating with adults and young children alike
- f) Displays patient and caring behaviour
- g) Calm - not easily angered
- h) Excellent group management skills
- i) Flexible and willing attitude

Key Instructor Tasks

- 1) Facilitate safe and fun activity experiences for our customers
- 2) Ensure the safety of yourself and your colleagues at all times
- 3) Assist with equipment inspection, repair and maintenance
- 4) Keep equipment stores and vehicles clean, tidy and in working order
- 5) Identify improvements to operating procedures and risk assessments.
- 6) Safe driving of customers and equipment around the country
- 7) Generating Social Media content in line with company guidelines
- 8) Cross selling our products / other locations

Lead Instructor Job Role

As per Instructor job description, plus:

- Be an exemplar of best practice and customer service for other instructors to follow
- Have at least two qualifications from Canoe 4 Star (or equivalent), ML, SPA/RCI, L2 Mountain Bike Leader
- Show a willingness and ability to take a leadership role when working in a team with other instructors
- Show initiative when it comes to finding jobs that need doing

Senior Instructor Job Role

As per Instructor and Lead Instructor, plus:

- Organise and prioritise the workload of self and other instructors
- Work out complex programmes and logistics plans, and communicate these effectively to all relevant staff
- Ensure all activities and venues are risk assessed before use
- Mentoring, coaching and monitoring of Instructors and Trainee Instructors
- Ensure cleaning and maintenance of equipment, stores and vehicles is carried out
- Demonstrate high professional standards and set an excellent example to other members of the team



Our Mission:

**To Deliver Amazing Outdoor Experiences**

Our Core Values:

At all times, we strive to-

**'Wow'** our customers

Look after the **beautiful** places we operate in

Be **passionate** about what we do

Be Adventurous, **Creative** and Open-minded

Communicate **openly** and provide feedback

**Respect** our colleagues and treat them **equally**

Build a team that is **supportive**, professional and **HAS FUN!**