

Paddlesports Coordinator & Sales Associate

EcoQuest Victoria & BestCoast Outfitters

EcoQuest Victoria and BestCoast Outfitters are looking for a motivated, outgoing, and adventurous individual to join our team in a **full-time position overseeing two connected portfolios: EcoQuest programming and BestCoast Outfitters retail sales and paddlesports programming.**

This is a hands-on role for someone who enjoys working with children, loves the outdoors and paddlesports, is comfortable with sales and customer service, and wants to help **build and grow programs and business opportunities.**

The successful candidate will split their responsibilities between **coordinating and delivering EcoQuest programs** and **supporting retail sales and kayaking programs at BestCoast Outfitters.**

EcoQuest Program Coordination

The Program Coordinator is responsible for helping operate and grow EcoQuest's outdoor and environmental programming throughout the spring, summer, and fall.

Responsibilities include:

- Plan, coordinate, and deliver EcoQuest programming.
- Personally lead kayaking, environmental, outdoor, and children's programs as required.
- Coordinate summer camps and seasonal spring and fall programs.
- Recruit, train, schedule, supervise, and support seasonal program staff.
- Step into programs and provide coverage when staff are unavailable.
- Communicate with recreation centres, schools, parents, program partners, and staff.
- Coordinate program schedules, equipment, transportation, and day-to-day logistics.
- Transport program participants and/or equipment as required.
- Build and maintain relationships with existing recreation centre and community partners.
- Proactively contact recreation centres, schools, and community organizations to develop new programming opportunities.
- Develop new kayaking, environmental, and outdoor programs, particularly during the spring and fall seasons.
- Work to increase registrations, partnerships, and overall EcoQuest programming.
- Ensure programs are delivered safely, professionally, and consistently.
- Assist the Program Director with additional operational responsibilities as required.

BestCoast Outfitters – Retail Sales & Programs

The second part of this position supports BestCoast Outfitters' retail operation and kayaking programs, courses, rentals, and other on-water activities.

Responsibilities include:

- Provide excellent customer service and assist customers with kayak, paddleboard, paddlesports, and outdoor equipment purchases.
- Develop strong product knowledge and provide recommendations based on customer needs.
- Conduct product demonstrations and help customers understand product features and benefits.
- Operate the point-of-sale system and accurately process transactions.
- Maintain an organized, stocked, and professional retail environment.
- Assist with inventory management, restocking, and identifying inventory needs.
- Actively contribute to achieving retail sales goals.
- Help develop and maintain the schedule for kayaking programs, courses, tours, and other on-water activities.
- Maintain program bookings, schedules, customer communications, reservation updates, and day-of coordination.
- Personally lead kayaking programs from the BestCoast Outfitters dock as required.
- Help identify opportunities to increase program, course, tour, rental, and retail sales.
- Promote programs and products to customers and help convert inquiries into bookings or sales.
- Support day-to-day store and dock operations.

What We Are Looking For

We are looking for someone who is:

- Outgoing, energetic, and positive.
- Highly organized and able to manage two different operational portfolios.
- Comfortable taking initiative and working independently.
- A strong communicator and team leader.
- Confident working with children and families.
- Passionate about kayaking, paddlesports, outdoor recreation, or environmental programming.
- Comfortable working in a retail sales and customer-service environment.
- Comfortable developing relationships and reaching out to organizations to generate new business.
- Sales-minded and motivated to help grow programs, partnerships, and revenue.
- Willing and able to personally lead programs rather than only coordinate them.
- Flexible and willing to step into different areas of the business when needed.

Requirements

- Experience working with children, ideally ages 7–12.
- Experience in outdoor recreation, environmental education, camps, kayaking, retail sales, or similar environments is an asset.

- Strong leadership, communication, customer-service, and organizational skills.
- Comfortable personally delivering outdoor and kayaking programs.
- Comfortable reaching out to schools, recreation centres, and community organizations to develop partnerships and programming.
- Standard First Aid & CPR-C required.
- Satisfactory criminal record check required.
- Paddle Canada certifications and kayaking instruction experience is strongly preferred.
- Full Class 5 driver's licence and ability to transport program participants and/or equipment as required.
- Ability to work a flexible schedule based on seasonal programming, retail, and operational needs.
- Weekend availability will be required as part of the BestCoast Outfitters retail and program schedule.

Position Structure

This is a **full-time position combining two portfolios**.

During busier EcoQuest periods, particularly the summer camp season, a larger portion of the role will focus on coordinating and delivering EcoQuest programs. During other periods, the position will have a greater focus on BestCoast Outfitters retail sales, kayaking programs, courses, and business development.

The successful candidate must be comfortable moving between both sides of the position and taking ownership of the responsibilities associated with each.

Pay rate

Range: \$22-\$30 an hour dependent on qualifications and experience

To apply, please submit a resume and cover letter outlining your experience with outdoor recreation, kayaking, children's programming, customer service, and/or retail sales.