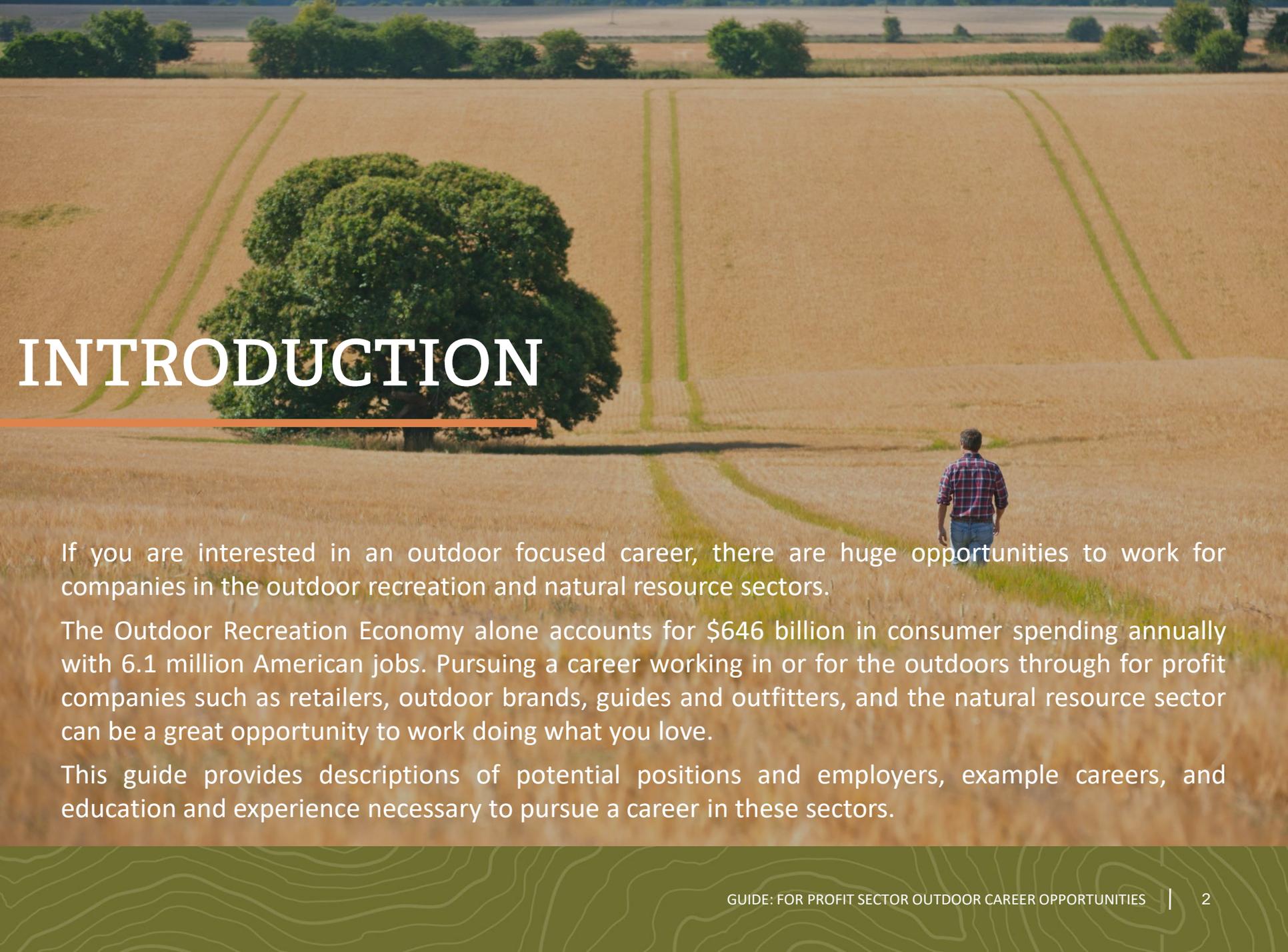


GUIDE

FOR PROFIT SECTOR
OUTDOOR CAREER OPPORTUNITIES





INTRODUCTION

If you are interested in an outdoor focused career, there are huge opportunities to work for companies in the outdoor recreation and natural resource sectors.

The Outdoor Recreation Economy alone accounts for \$646 billion in consumer spending annually with 6.1 million American jobs. Pursuing a career working in or for the outdoors through for profit companies such as retailers, outdoor brands, guides and outfitters, and the natural resource sector can be a great opportunity to work doing what you love.

This guide provides descriptions of potential positions and employers, example careers, and education and experience necessary to pursue a career in these sectors.

For Profit Sector

Careers working in and for the outdoors in the for profit sector branch across a variety of technical fields. The nature of available positions may differ depending on the field of your choice. Positions may be seasonal, part-time or full-time dependent on the outdoor career path you choose to pursue. For the purpose of this guide, for profit careers in the outdoors will be broken into the following fields: Retail, Brands and Manufacturing, Guides and Outfitters, and Natural Resources.

Retail

Outdoor retailers buy, promote, and sell the products used in outdoor recreation activities. Outdoor retail positions include sales, customer service, management and operations. There are many entry level jobs working in retail making it a great place to get experience and start your career.

Brands and Manufacturing

There are many opportunities to work directly for the brands that produce the products that support outdoor recreation. While securing a job with an outdoor brand is highly competitive, there is a broad spectrum of potential positions that support hundreds of diverse brands.

Guides and Outfitters

Professional guiding careers require the highest level of experience and knowledge in the outdoors. Guides have intimate knowledge of the technical skills necessary to facilitate safe and engaging experiences in the outdoors for enthusiasts, tourists, and professionals alike. This often requires specific certifications and training accepted as proof of your ability to maintain safety in highly technical environments.

Natural Resources / Energy

Careers in Natural Resources include Land Management, Parks and Recreation, Wildlife and Fisheries, Forestry, Water Management, and Geoscience. These careers often require a high level of education including masters and PhD level degrees or advanced certificates.

OUTDOOR RETAIL

Outdoor Retail Overview:

Outdoor Retailers buy, promote, and sell the products used in outdoor activities. This includes hard goods such as skis, surfboards, rock climbing gear, etc. and soft goods such as apparel. Parties interested in pursuing a career in outdoor retail may choose to specialize in selling equipment designed for a specific activity aligned with their personal passions, such as hiking or rock climbing. Others may choose to pursue careers in the management, operations, or administration of retail businesses. Outdoor retail professionals must enjoy working with people and have good customer service skills as you are working closely with the public and fellow team members. Many positions may be seasonal or part-time for entry level and mid level careers opportunities.

What Education is required?

Entry-level positions may accept:

- High School Diploma or GED
- Experience working in retail, sales, or related field
- Competence in one or more outdoor technical skills (backpacking, rock climbing, cycling, kayaking, etc.)
- Interest in customer service
- Strong verbal communication skills

Managerial Qualifications include (not limited to):

- Bachelor's degree
- 5+ years experience working professionally in retail related careers
- Experience managing and training staff
- Strong interest in outdoor activities

Undergraduate majors include (but not limited to):

- Apparel/Design
- Visual Merchandising
- Business or related field
- Community engagement

Graduate degrees include (but not limited to):

- Masters in Business Administration

Who employs Outdoor Retail professionals?

- National Outdoor Retailers (REI, Dick's Sporting Goods, Cabela's, Bass Pro, Backcountry.com, MountainGear.com)
- Local and Regional Outdoor Specialty Retailers

Sample Careers

Entry-level

- Salesperson
- Cashier
- Stockroom

Professional

- Mechanic (bike, ski, etc)
- Product Specialist
- Events Coordinator
- Community Outreach
- Visual Merchandiser
- Graphic Designer

Management

- Sales Manager
- Customer Service Manager
- CEO / CFO

Administration and Operations

- Office Manager
- Bookkeeping / Accounting
- Marketing / Communications
- Logistics/Shipping Manager
- Humans Resources



OUTDOOR BRANDS & MANUFACTURING

Outdoor Brands & Manufacturing Overview:

A significant part of the Outdoor industry includes innovation, design, manufacturing, and sales of the products used in outdoor activities. This includes hard goods such as skis, surfboards, rock climbing gear, etc., soft goods such as apparel and food companies. Parties interested in pursuing a career with an outdoor brand may choose the company that is aligned with their personal passions, such as cycling, camping, or rock climbing. Outdoor professionals in this sector work to represent their brand with professionalism, introduce their brand to a diverse audience of consumers, and design their goods for technical performance and comfort. Some companies may offer seasonal or part-time positions that are a great way to get your foot in the door.

What Education is required?

Entry-level positions may accept:

- High School Diploma or GED
- Experience working in retail, sales, or related field
- Competence in one or more outdoor technical skills (backpacking, rock climbing, cycling, kayaking, etc.)
- Strong verbal communication and people skills

Managerial Qualifications include (not limited to):

- Bachelor's degree
- 5+ years experience working professionally in retail related careers
- Experience managing and training staff
- Strong interest in outdoor activities

Undergraduate majors include (but not limited to):

- Apparel Design / Visual Merchandising
- Engineering
- Business or related field
- Graphic Design
- Marketing/Communications

Graduate degrees include (but not limited to):

- Masters in Business Administration
- Masters in Corporate Social Responsibility (CSR)
- Masters in Marketing and Communications

Who employs Outdoor Brand professionals?

- Outdoor Brands Themselves (The North Face, Patagonia, Garmin, Cascade Designs, Big Agnes, Clif Bar)
- Sale Agencies that rep multiple products
- PR and Marketing Companies

Sample Careers

Entry-level

- Brand Ambassador
- Event Staff
- Stockroom / Shipping
- Customer Service
- Social Media Coordinator

Professional

- Sales Representative
- Product/Apparel Designer
- Community Outreach
- Visual Merchandiser
- Graphic Designer
- Marketing / Communications
- Public Relations

Management

- Creative Director
- Manager (see categories above)
- Director (see categories above)

Administration and Operations

- Office Manager
- Bookkeeping / Accounting
- Logistics/Shipping Manager
- Human Resources



GUIDES & OUTFITTERS

Guides and Outfitters Overview:

If your passion is being in the field or directly connected to field based programs then you might consider guiding or working for an outfitter that provide these experiences to clients. Professional guides have taken their passion for an activity to the next level, mastering the skills so that they can safely teach others or facilitate outdoor adventure experiences. There are many other support jobs required to ensure the operations of a guide company or outfitter run smoothly and successfully.

What Education is required?

Entry-level positions may accept:

- High School Diploma or GED
- Demonstrated experience facilitating group dynamics
- Competence in one or more outdoor technical skills (backpacking, rock climbing, kayaking, etc.)
- Demonstrated ability to make safe decisions under challenging circumstances
- Wilderness First Aid and CPR Certification
- Clean driving record and drug tests

Professional Certifications and experience include (not limited to):

- Higher Level Outdoor Recreation Certifications if applicable (American Mountain Guide Association, Wilderness First Responder/EMT, Leave No Trace Master Educator, Swift Water Rescue, American Canoe Association, etc.)
- Demonstrated experience in Risk Management
- Minimum 2-10 years position related experience

Undergraduate majors include (but not limited to):

- Recreation and Tourism Management
- Outdoor Recreation/Education
- Adventure Education

Graduate degrees include (but not limited to):

- Masters in Educational Leadership
- Masters in Adventure Education
- Masters in Business Administration

Who employs Guides and Outfitters?

- Guide Companies
- Resorts
- Ranches / Pack Stations
- Camps
- Wilderness Therapy Programs
- Outdoor Schools (NOLS, Outward Bound, etc.)

Sample Careers

Entry-level

- Intern/Volunteer
- Logistics support
- Transportation / Driver
- Assistant Guide
- Cook

Professional

- Guide / Instructor
- Wrangler
- Photographer/Videographer
- Program Manager
- Sales / Customer Service
- Risk Management

Management

- Program Supervisor / Director
- Lead Guide

Administration and Operations

- Office Manager
- Bookkeeping / Accounting
- Marketing / Communications
- Logistics Manager



NATURAL RESOURCES

Natural Resources Overview:

Careers in natural resources branch across a diverse range of positions including Land Management, Parks and Recreation, Wildlife and Fisheries, Forestry, Water Management, and Geoscience, and much more. Natural Resource professionals work with government agencies, consulting firms, universities, and private industry. Natural resources professionals often have 4 year science degrees, comparable experience, or graduate level education degrees. As climate change (regardless of cause) continues to take affect across the globe over the next decade, careers in natural resources should become more important in both private and public sectors.

What Education is required?

Entry-level positions may accept:

- High School Diploma or GED
- Bachelor's Degree in Earth Sciences or related field
- Strong written and verbal communication skills
- 1+ years experience in related field or volunteer position

Managerial Qualifications include (not limited to):

- Technical Outdoor Skills Certificates (scuba, swift water rescue, forestry, etc.)
- 5+ years experience working professionally in natural resource careers
- Experience managing and analyzing scientific data
- Experience managing diverse individuals in an international or cross-cultural business environment
- Strong interest in technical and analytical work

Undergraduate majors include (but not limited to):

- Geosciences; oceanography, geology, atmospheric science
- Forestry
- Land Management

Graduate degrees include (but not limited to):

- PhD in Environmental Sciences or related field
- Master of Science in Community Resources and Development

Who employs Natural Resources professionals?

- Government Organizations (NGSS, NOAA, EPA, etc.)
- Government Contracted Environmental Organizations
- Environmental Consulting firms (geology, sustainability, conservation, etc.)
- K-12 Schools, College, and Universities
- Mining/Energy Companies
- Renewable Energy Companies
- Lumber Companies/Nurseries
- Construction

Sample Careers

Entry-level

- Intern/Volunteer
- Environmental Technician
- Data Collection/Analysis
- Logistics support
- Research Associate

Professional

- Project Management
- Environmental Scientist
- Land Surveyor
- Legal/Policy advisor
- Logistics management/direction
- Arborist/Botanist
- Geologist
- Professional Researcher
- Consultant

Management

- Director of Environmental Sciences
- Professor/University Faculty
- District Manager

Administration and Operations

- Accounting / Finance
- Marketing / Communications
- Logistics Manager
- Human Resources

ENERGY

Energy Overview:

Careers in Energy fall into two main categories, green or renewable energy such as solar, wind, geothermal, hydropower and fossil fuel energy such as oil and gas. Energy professionals work with government agencies, consulting firms, and private industry. Energy professionals often have 4 year science degrees, comparable experience, or graduate level education degrees. As we continue to look at safe and sustainable ways to use fossil fuels and look to continue developing renewable energy, careers in the energy field will become more important in both private and public sectors.

What Education is required?

Entry-level positions may accept:

- High School Diploma or GED
- Bachelor's Degree in Earth Sciences, Math, Engineering or related fields
- Strong written and verbal communication skills
- 1+ years experience in related field or volunteer position

Managerial Qualifications include (not limited to):

- 5+ years experience working professionally in natural resource careers
- Experience managing and analyzing scientific data
- Experience managing diverse individuals in an international or cross-cultural business environment
- Strong interest in technical and analytical work

Undergraduate majors include (but not limited to):

- Geosciences; oceanography, geology, atmospheric science
- Engineering
- Math
- Technology

Graduate degrees include (but not limited to):

- PhD in Environmental Sciences or related field
- Master of Science or PhD in Math or Engineering

Who employs Energy professionals?

- Government Contracted Energy Companies
- Energy & Environmental Consulting firms (geology, sustainability, conservation, etc.)
- Mining/Energy Companies
- Renewable Energy Companies
- Government Organizations (Dept. of Energy, EPA, etc.)

Sample Careers

Entry-level

- Intern/Volunteer
- Utility and Gas Technicians
- Data Collection/Analysis
- Research Associate

Professional

- Line Worker
- Project Management
- Environmental Scientist
- Land Surveyor
- Legal/Policy Advisor
- Logistics Management
- Geologist
- Professional Researcher
- Consultant
- Engineer
- Outreach Specialist

Management

- Director of Environmental Programs
- Plant Operator

Administration and Operations

- Accounting / Finance
- Marketing / Communications
- Logistics Manager
- Human Resources



RESOURCES

JOB LISTINGS: Looking through job listings is a great way to get an idea of what kind of jobs are out there, what requirements you should have to apply, and where these jobs exist. Here are some places to start looking.

Source	Link
Outdoor Industry Association Career Center	http://careers.outdoorindustry.org
Outdoor Industry Jobs	www.OutdoorIndustryJobs.com
Malakye	https://www.malakye.com/
Camber Outdoors	http://jobs.camberoutdoors.org
Eco Jobs: Natural Resources and Conservation	http://www.ecojobs.com/natural-resource-and-conservation-jobs.htm
Eco Jobs: Renewable Energy	http://www.ecojobs.com/renewable-energy-jobs.htm
Eco Jobs: Environmental Policy and Regulation	http://www.ecojobs.com/environmental-policy-and-regulation-jobs.htm
National Outdoor Leadership School	www.nols.edu
National Recreation and Park Association	http://www.nrpa.org/careers/
Association of Outdoor Recreation and Education	www.aore.org

PROFESSIONAL ORGANIZATIONS: These are great for networking, job searching, and professional development. Connecting with others in your field can often lead to career opportunities and growth. Here are some organizations that are relevant to a career in the outdoor industry.

Source	Link
Outdoor Industry Association	https://outdoorindustry.org
Camber Outdoors	http://camberoutdoors.org
American Canoe Association (ACA)	http://www.americancanoe.org
American Mountain Guide Association (AMGA)	https://amga.com
Adventure Travel Trade Association	http://www.adventuretravel.biz
Association of Outdoor Recreation and Education	www.aore.org

Contact



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TYO: Transforming Youth Outdoors
in partnership with US Fish & Wildlife Service