



WILDERNESS



WILDERNESS ZIMBABWE GUIDE

AMINATA JACKSON

Aminata Jackson's journey to becoming a Guide with Wilderness Zimbabwe highlights her dedication and diverse background. She values the opportunity to grow within Wilderness, where her role offers the chance to share her passion with guests, grow through the camaraderie of her colleagues, and immerse herself in the beauty of nature.

Born and raised between Francistown, Botswana, and Bulawayo, Zimbabwe, Aminata spent 16 years in her beloved Bulawayo, where the principle of Ubuntu – humanity and unity – deeply influenced her. Her multicultural upbringing, coupled with fluency in several languages including English, Shona, Ndebele, Zulu, Setswana, and conversational skills in French and German, have enabled her to connect effortlessly with individuals from diverse backgrounds all around the world.

Aminata's educational path began with primary schooling in both Botswana and Zimbabwe, culminating in her O-Levels with The British Council in 2014. She furthered her studies at Speciss College, earning an International Computer Driving License (ICDL) in 2015 and a Diploma in IT Systems Support in 2017. Following her studies, Aminata entered the professional world, initially taking on roles as an administrative assistant, pursuing entrepreneurship in novelty teas and chocolates, and gaining experience in medical administration.

In 2019, Aminata discovered her true calling in guiding. Driven by a deep passion for the field she joined the Zimbabwe Professional Guides Association in 2021, obtaining further certifications in Game Lodge Management and Front of House. Committed to continued learning, she furthered her expertise by obtaining her FGASA Apprentice Field Guide (NQF2) qualification in 2023. She joined the Wilderness family in the same year, starting out as a Trainee Manager at Wilderness Little Makalolo and later moving to Wilderness Chikwenya and Wilderness Ruckomechi, where she travelled to nearly all the camps in Zimbabwe – an experience she considers a true career highlight and defining moment in the realisation of her dream role.

As the only female guide in Wilderness Zimbabwe, Aminata is pioneering a new movement, inspiring women to pursue their dreams with determination. Her key focus is to authentically represent herself while guiding, continually improving her knowledge and proficiency in the field. Aminata cherishes the opportunity to grow within Wilderness, enjoying the camaraderie of her colleagues and the profound beauty of nature.

About Wilderness:

Founded over 40 years ago, Wilderness is a world-leading conservation and hospitality company, offering immersive journeys to a range of environments in Botswana, Kenya, Namibia, Rwanda, South Africa, Tanzania, Zambia and Zimbabwe. Wilderness is part of a global collective working to conserve the world's iconic unfenced, untamed and unpredictable wilderness areas. With more than 60 exceptional camps and lodges, Wilderness helps protect some 2.3 million hectares (6 million acres) of land across its eight African destinations. Its goal – to double that by 2030. Four decades on, the company's purpose is stronger than ever: To increase the world's wilderness, together.

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