

Electra: Shore-based roles available December 2021

The operation is volunteer-run and recognises that no-one can regularly put in more than a few hours a week. Jane Wolfson, Chair, is happy to chat to explain more about what's involved in any particular role: Contact her at electra@bmkwaterway.org

Volunteer Electra Operations Management Team roles

We seek three new Volunteers to extend our Operations Management Team, with skills in the areas set out below. Team Members have defined areas of leadership as shown, and shared responsibility for the operation of Electra as a Community Boat in Milton Keynes, raising awareness and funds for the Bedford & Milton Keynes Waterway Trust by offering enjoyable waterway experiences for all.

In all cases the Management Team member works with a small group of supporting volunteers, so that the workload is shared and manageable.

Marketing

- Lead planning of Marketing activity to support the Sales Plan, working with a small team of volunteers in a range of media
- Ensure the plan is delivered and its impact is assessed in the light of customer feedback
- Manage applications of MKCB Identity within Trust/BMKWEL systems and all marketing collateral (posters, leaflets, photo library, etc)
- Develop Customer feedback systems
- Support the Volunteer Lead with recruitment marketing
- Arrange responses to partner and third party requests for information

Volunteering

- Lead Recruitment planning and activity, in liaison with team colleagues
- Manage Expressions of Interest and the recruitment 'pipeline' through to Boat Crew Training and/or Shore Role Appointment
- Provide 'welcome' information and obtain Volunteer Agreements
- Maintain up-to-date records and manage uniform purchase and issue
- Lead Retention planning and activity (eg socials, newsletters, surveys, annual chats, annual meetings) and undertake Exit processes

Outreach/Community Engagement

- Community contact-making to reach out to the widest possible range of diverse communities within Milton Keynes, so that over time all are represented in our guest and volunteer groups
- Identifying 'under using' groups who might like to take up offers of 'Welcome to the Waterway' guided discovery cruises, and matching these with business sponsors
- Contact with Retirement Homes, Care Homes and other health/social groups re charters
- Contact with Parish & Ward Liaison re Special Events, information to local communities, etc
- Liaison re charters with specific markets such as Community Groups, Schools, Business
- Sponsorship for Community Cruises

Other Electra shore-based volunteer roles

Social Media Assistant

- To work with our Social Media Lead to create and respond to regular weekly posts on Facebook, Instagram, and Twitter, to build Electra's profile and promote sales of public cruises and private charters

Volunteering Administrator

- To support our Volunteering and Training Leads by maintaining records in support of volunteer applications, qualifications, contact information, etc; supporting volunteer communications with email and newsletters; assisting in the running of volunteer events

Fundraisers and Project Managers

- To make bids for and organise the fit-out of our store/office at Campbell Wharf
- To lead an Appeal for funding for, and organise the delivery of, 'sponsored cruises' for disadvantaged groups that are unable for a number of reasons to make use of the 'blue-green' relaxation space provided by the canal and adjacent parkland
- To lead bids for and organise the delivery of small improvement projects along the 'waterway park' created by the canal and adjoining parkland in Milton Keynes (eg signage, mooring and other facilities)

Community Outreach Team members

- People who can help us reach the business community both as customers and as sponsors of cruises for disadvantaged groups
- People who can make contact with 'under using' community groups, which we want to attract as users

Catering Team members

- People who can help us to define new food and drink offers and locate excellent local suppliers
- People who can regularly arrange pick up and delivery of items to the store and/or the boat
- People who can help to make 'food kits' ready for each cruise