

Electra: Shore-based roles available (May 2022)

Milton Keynes Community Boat Electra is run entirely by volunteers, to raise awareness and funds for the Bedford & Milton Keynes Waterway Trust by offering enjoyable waterway experiences for all.

We have vacancies for roles on shore for volunteers who can regularly offer a few hours most weeks. 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 shore-based support roles

Customer Liaison for Custom Charter bookings

Sometimes customers want something a bit different to our online charters. We're looking for someone who enjoys liaising with customers to find out what they need, working with colleagues to create bespoke solutions for them, and then making sure all the paperwork is neatly in place.

Social Media Assistant

To work with our Social Media Lead to create and respond to weekly posts on Facebook, Instagram, and Twitter, to build Electra's profile and promote sales of public cruises and private charters. Could be a 2/3 month internship role.

Marketing copywriter

For promotional leaflets, emails, posters and other materials.

Communications Support

To develop contact lists and create mailings and arrange talk and networking opportunities, to help Electra reach out more effectively to business, community and interest groups.

Santa Cruise team member

To help our Sales Team research and develop an attractive offer for families, including food and gifts.

Volunteering Administration Support

To support our Volunteering and Training Leads by:

- maintaining records of volunteer applications, qualifications, contact information, etc
- supporting volunteer communications with email and newsletters
- organising volunteer briefing and social events

Fundraisers

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

Project Managers

- To organise the fit-out of our store/office at Campbell Wharf
- To organise the delivery of a programme of 'sponsored cruises' for disadvantaged groups that are unable for a number of reasons to make use of the canal and adjacent parkland
- To 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)

Volunteer Electra Operations Management Team roles

We're looking for two Volunteers to join our Operations Management Team, with skills as below. Operations Team members works with a volunteer support team, so that the workload is shared.

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 and all marketing collateral
- Develop Customer feedback systems
- Support the Volunteer Lead with recruitment marketing

Outreach/Community Engagement

- 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 guests and volunteers
- 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