

John Bunyan Community Boat 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. Stephen Goosey, Chair, is happy to chat to explain more about what's involved in any particular role: Contact him at [stephen.goosey@bmkwaterway.org](mailto:stephen.goosey@bmkwaterway.org)

## **Volunteer John Bunyan Boat 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.

### **Sales**

- Take the management lead on Sales / Commercial
- Take the lead on the yearly sales plan and work with Marketing on the cruise program
- Manage relationship with our sales partners

### **Marketing**

- 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 John Bunyan Boat 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 Bedford, so that over time all are represented in our guests and volunteers
- Identifying 'under using' groups who might like to take up offers of Community 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

## **Volunteer shore-based support roles**

### **Social Media Assistant**

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

### **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 John Bunyan Boat reach out more effectively to business, community, and interest groups.

### **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 lead an Appeal for funding for 'sponsored cruises' for disadvantaged groups that are unable for a number of reasons to make use of river Great Ouse and Embankment area.

### **Event Managers**

- 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 River Great Ouse in Bedford.
- Manage Events the John Bunyan Community Boat attends.