

Role brief for Marketing Lead

Role	
What would I have to do?	<ul style="list-style-type: none"> • 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 • Work closely with copywriters in the production of printed media
What do I get in return?	<ul style="list-style-type: none"> • Experience with working in a team of dedicated volunteers in the running and operation of a community asset – a canal boat. • Experience of supporting volunteers to achieve their potential • Ability to develop and apply own skills in fulfilling a marketing plan • Useful experience for CV • Satisfaction of helping a new social enterprise to succeed
How much time is needed?	<ul style="list-style-type: none"> • Half a day a week on average, but with peaks in spring and over the winter months for planning new campaigns, for launch in March • You may work in your own workspace, working online and in the community, using your own equipment, and/or from our Campbell Wharf office when available
What skills are needed?	<ul style="list-style-type: none"> • Ability to identify and understand our customers’ needs • A creative approach for planning and executing marketing strategies • Good communication skills, both interpersonal and via media • Ability to lead and motivate a small team • A range of IT skills, to include the workings of social media • Ability to see a global view of Electra’s marketing activities
Person spec	<ul style="list-style-type: none"> • Strategic professional, practical and very organised • Good communicator, good inter-personal skills, and a team player • Ability to get things done and achieve positive outcomes. • A willingness to learn and flexibility in approach.
Working with?	<ul style="list-style-type: none"> • Ops Management Team members • Marketing Team members • Copywriters • Outside organisations and guests • Volunteers

Electra role brief for Customer Liaison Volunteer

Role	
<p>What would I have to do?</p>	<p>Daily throughout the season provide a prompt and helpful response to customers*:</p> <ol style="list-style-type: none"> 1. Deal with customer enquiries via email/phone to answer any questions regarding public cruises and private charters booked online. 2. Make transfers and issue refunds via the online ticketing system (TYG) following company guidelines. 3. Liaise with other members of the Bookings Team, as appropriate to resolve queries. <p>* Holiday cover can be arranged within the Bookings Team, or this role could be undertaken as a job-share by two volunteers, but an ongoing short commitment most days is needed.</p> <p>[This role covers items 8 and 17 in the Flowchart]</p>
<p>What do I get in return?</p>	<p>Experience with working in team of dedicated volunteers in the running and operation of a state of art electric community boat.</p> <p>Ability to develop and apply own skills in sales and booking administration.</p> <p>Useful experience for CV.</p> <p>Satisfaction of helping a new social enterprise to succeed.</p>
<p>How much time is needed?</p>	<p>½ hour on average on most days during cruising/booking season.</p> <p>Work may be undertaken from your own workspace, working online using your own equipment and/or from our Campbell Wharf office when available.</p>
<p>What skills are needed?</p>	<p>IT skills in, email and Word and the ability to make simple use of the online ticketing system.</p> <p>Excellent customer care, in both written and oral communication.</p> <p>Precise attention to detail and timeliness are essential.</p> <p>Good inter-personal skills to work with customers and as part of the volunteer team.</p> <p>Self-motivated person.</p>
<p>Person spec</p>	<p>Professional and practical, very organised. Good communicator, good inter-personal skills, and a team player. Ability to get things done and achieve positive outcomes. A willingness to learn.</p>
<p>Working with?</p>	<p>Working closely with the Bookings Team and Sales Lead where required.</p>

Electra role brief for Catering & Crew Support Volunteer

Role	
What would I have to do?	<p>At least twice weekly throughout the season:*</p> <ol style="list-style-type: none"> 1. Interrogate Bookings Calendar/ TYG to collate catering orders and forward to Quartermaster. 2. Create and issue crew Cruise Briefs from Bookings Calendar & online ticketing system (TYG) 3. Liaise with other members of the Bookings Team, as appropriate, regarding missing or inconsistent data. <p>* Holiday cover can be arranged within the Bookings Team, or this role could be undertaken as a job-share by two volunteers, but an ongoing weekly commitment is needed.</p> <p>[This role covers items 11 and 12 in the Flowchart]</p>
What do I get in return?	<p>Experience with working in team of dedicated volunteers in the running and operation of a state of art electric community boat.</p> <p>Ability to develop and apply own skills in sales and booking administration.</p> <p>Useful experience for CV/</p> <p>Satisfaction of helping a new social enterprise to succeed/</p>
How much time is needed?	<p>4 hours pw on average during cruising/booking season.</p> <p>Work may be undertaken from your own workspace, working online using your own equipment and/or from our Campbell Wharf office when available</p>
What skills are needed?	<p>Good IT skills in Excel, database interrogation, and email.</p> <p>Precise attention to detail and timeliness are essential.</p> <p>Good inter-personal skills to work as part of the volunteer team.</p> <p>Self-motivated person.</p>
Person spec	<p>Professional and practical, very organised. Good communicator, good inter-personal skills, and a team player. Ability to get things done and achieve positive outcomes. A willingness to learn.</p>
Working with?	<p>Working closely with the Bookings Team and Sales Lead where needed.</p>

Role brief for Outreach/Community Engagement

Role	
What would I have to do?	<ul style="list-style-type: none"> • Develop an awareness of the diverse groups in Milton Keynes • 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 and Ward Liaison re Special Events, information to local communities etc • Liaison re-charters with specific markets such as Community Groups, Schools, Businesses
What do I get in return?	<ul style="list-style-type: none"> • Experience with working in a team of dedicated volunteers in the running and operation of a community asset – a canal boat. • Ability to develop and apply own skills in engaging with and feeling part of the community • Useful experience for CV • Satisfaction of helping a new social enterprise to succeed • Satisfaction from engaging with diverse communities
How much time is needed?	<ul style="list-style-type: none"> • Half a day a week on average, but with possible peaks in spring and over the winter months for planning new activities • You may work in your own workspace, working online but particularly in the community
What skills are needed?	<ul style="list-style-type: none"> • An ability to research and identify diverse contacts within Milton Keynes • Good communication skills, particularly interpersonal • A range of IT skills, to include the workings of social media • An ability to contact and engage with diverse groups • Effective organisational skills
Person spec	<ul style="list-style-type: none"> • To be open minded and approachable • Good communicator, good inter-personal skills, and a team player • Ability to get things done and achieve positive outcomes. • A willingness to learn and be flexible
Working with?	<ul style="list-style-type: none"> • Outside organisations and guests • Ops Management Team members • Marketing Team members • Copywriters • Volunteers