

Electra role brief for Welcome Centre Host

Role	
What would I have to do?	<p>Answer enquires from guests and local people in person and on the phone regarding cruise details and availabilities, BMKWT, The Parks Trust and Electra.</p> <p>Navigate our website to find information about Electra, cruises and the BMKWT project.</p> <p>Read information about local canal and surrounding area in order to answer queries and navigate online searches.</p> <p>Guide people wanting to book cruises (BUT NOT take bookings).</p> <p>Some simple administration tasks to support the marketing and sales teams, which will be organised through the Welcome Centre Coordinator.</p> <p>Clean and tidy the centre and make sure all leaflets, etc are up to date.</p> <p>Ensure the EWC is securely locked on leaving the Centre.</p>
What do I get in return?	<p>Experience with working in team of dedicated volunteers to support the running and operation of a state-of-the-art electric community boat.</p> <p>Ability to develop and apply own skills to develop this role.</p> <p>Satisfaction of being part of a community activity that enriches Milton Keynes, and supports other community organisations.</p>
How much time is needed?	<p>One session a week on either Thursday, Friday, Saturday, Sunday in a shift pattern to suit the days you would like to do. The times are 12.00 – 15.00 from the end of February to mid December. We will always try to have 2 volunteers working in EWC and follow our Lone Working Policy.</p>
What skills are needed?	<p>IT skills in email, WhatsApp and internet searching; excellent customer care skills, good oral communication. Precise attention to detail and timeliness are essential. Good inter-personal skills, friendly manner to work with guests and as part of the volunteer team. Self-motivated person.</p>
Person spec	<p>Professional and practical, well organised.</p> <p>Good communicator, good inter-personal skills, and a team player.</p> <p>Ability to get things done and achieve positive outcomes.</p> <p>A willingness to learn and to find out about the local canal and related activities.</p>
Working with	Welcome Centre Coordinator

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

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