

## Marketing Manager and Team

The John Bunyan boat exists to raise awareness of, and funds for, the Bedford & Milton Keynes Waterway Trust [www.johnbunyanboat.org](http://www.johnbunyanboat.org) Run by volunteers, it has traded successfully on the river in Bedford for eleven seasons, with an annual turnover in excess of £100,000.

The Marketing Manager develops and implements cost-effective marketing campaigns to support sales plans set by the Board. The role requires both leadership and technical skills. He/she needs:

- experience in marketing
- technical skills to deliver at least one of the vacancies in the mix in 2 below
- the ability to lead a small team of specialist volunteers and suppliers
- collaborative skills to work well with colleague managers.

### Key responsibilities

1. Lead the evolution of the John Bunyan Community Boat identity and marketing guidelines in order to create excellent marketing communications with key target groups of customers and with volunteers.
2. Evolve the current marketing mix, which includes
  - a) Information design for print: design and production of: posters, leaflets, display materials; advertising; display materials; signage; boat operations materials; JB merchandise (see note below)
  - b) Website [www.johnbunyanboat.org](http://www.johnbunyanboat.org)
  - c) Social media
  - d) Local promotional events, such as market stalls and wedding fairs
  - e) Direct emailing to charter customer groups and public cruise customers
  - f) Distribution of leaflets and posters locally (in addition to use of Get Smart)
3. Introduce routine gathering of customer and passenger feedback, to inform sales plans and the marketing mix.
4. Support the Volunteering Manager in marketing the business to new volunteer recruits.

### Background

The Marketing Manager is a member of the Management Team responsible for the John Bunyan Boat operation. The Management Team meets monthly.

The Management Team is **responsible** for the legal conduct of the business, managing risk, approving appointments, and developing a rolling 3-year Business Plan with associated policies, procedures, budgets and implementation plans.

Management team members need to be able to make a consistent commitment to fulfil their Portfolios. Experience suggests this requires around 4 hours pw year-round, plus time for meetings, development projects, season start-up and close-down activities. Each Manager works with some crew members to share the workload, while retaining overall responsibility for their area of operations.