

Role brief for Volunteer Business Lead

| Role | |
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| What would I have to do? | <ul style="list-style-type: none"> • Provide direction and support in weekly call/meeting with Bookings Contractor • Negotiate arrangements with school, business, care home and other customers, including providing invoices and adjusting FareHarbor (FH) entries as needed • Set discount and other policies • Agree with Outreach Lead which cruises can be offered as Friends and Family Specials (FSP) ones and where there are gaps for them • Record donations in FH, Electronic Point of Sale (EPOS), tins and bank to the FSP spreadsheet • Record key performance data from end of session reports provided monthly by Information Systems Lead • Advise Social Media Lead and Bookings Contractor what needs pushing in social media in the two weeks ahead • Advise Marketing Team what's coming up in the two months ahead • If charters not selling, stand down crew or switch to a public cruise 3 weeks ahead • If public cruises are selling well, add additional availabilities • Work with bookings contractor to provide sales data for five rosters • Work with rostering to decide what has to go from the cruise planner if no crew available • Prepare monthly Business Report for Ops Team • Annually write costed plan for BMKWT to approve, including risk assessments and organisation plan |
| 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 other volunteers to achieve their potential • Ability to develop and apply own skills in fulfilling a business 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 every week in cruising season (April – mid December), just less in off season • Plus 2 hours for each of 5 rosters • Occasional cover for Bookings Contractor • Monthly reports for Ops Team 2 hours per month • Annual plans 10 hours per year in off season |
| 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 business strategies • Good communication skills • Ability to lead and motivate a small team of volunteers • A range of IT skills • Good knowledge of what is selling well and how to maximise sales • Ability to see a global view of Electra's business |
| Person spec | <ul style="list-style-type: none"> • Strategic professional, good admin and contract management skills, practical and very organised • Good communicator, good inter-personal skills, and a team player |

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| | <ul style="list-style-type: none">• 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, and other volunteers• Outside organisations and guests |

Role brief for Volunteer Marketing Lead

| Role | |
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| 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 of volunteers • 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 |

Role brief for E-news Editor

| Role | |
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| What would I have to do? | <ul style="list-style-type: none"> • Ensure customers are notified of new developments and other topics to maintain interest and encourage returning • Provide customers, supporters and volunteers with a regular up date on canal development and Electra development • To be sent out 8 times a year (quarterly for the whole list, in between a more sales orientated E-news for customers • Write 1,000 words and locate 10 photos to support the ‘pillars in our marketing strategy for each E-news • Send draft E-news to Lisa Warner who creates the E-news in Mailchimp • Pull off latest contacts from FareHarbor (FH) who are willing for us to mail them and add to Mailchimp; add any new volunteers or supporters who have asked to join • Review responses to the E-news and reply to any contacts • Take part in marketing meetings |
| 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 fulfilling this role • Useful experience for CV • Satisfaction of helping a new social enterprise to succeed |
| How much time is needed? | <ul style="list-style-type: none"> • 5 hours per E-news |
| What skills are needed? | <ul style="list-style-type: none"> • Good writing skills • Good knowledge of all cruises, BMK and MK Canals news • Good knowledge of Electra achievements and plans • Good communication skills • A range of IT skills • Ability to learn part of FareHarbor |
| Person spec | <ul style="list-style-type: none"> • 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"> • Marketing team • Lisa Warner |

Role brief for Cruise Information Production

| Role | |
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| What would I have to do? | <ul style="list-style-type: none"> • Apply established brand and style guidance to a range of printed and online information including: <ul style="list-style-type: none"> ○ Route guides ○ Location maps ○ Spotter sheets ○ Menu cards ○ Onboard documents and guidance for crew |
| What do I get in return? | <ul style="list-style-type: none"> • Experience with working in a small team of dedicated volunteers, in the running and operation of a community asset – a canal boat. • Ability to develop and apply own skills in fulfilling this role • Useful experience for CV • Satisfaction of helping a new social enterprise to succeed |
| How much time is needed? | <ul style="list-style-type: none"> • Done in the off season, prior to cruising |
| What skills are needed? | <ul style="list-style-type: none"> • Skill in operating design software (eg Affinity/Adobe InDesign etc) • Understanding and application of brand and style guidelines • Good information design skills • Knowledge of routes, locations and boat operations |
| Person spec | <ul style="list-style-type: none"> • 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"> • David Wolfson and Denise Taylor |

Role brief for volunteer School & Youth Programme Administrator

Electra is an all-electric accessible 12-seater boat. Volunteers run over 250 cruises a year on the Grand Union canal in Milton Keynes. Cruises raise awareness of and contribute financially to our charity, Bedford & Milton Keynes Waterway. www.bmkwaterway.org/electra

For young people, a trip on Electra provides a rich and varied learning in geography, history and science. It's also simply great to be out and about in nature on an all-electric boat. In 2024 Electra worked with 7 schools and 1 cubs' group, on a total of 32 trips. Groups ranged from under 20 pupils on two trips, to a whole year group of 90 on 9 trips over 3 mornings. Some trips were for the experience, others linked to curriculum areas. Feedback is always very positive and children frequently mention it being their favourite trip.

In 2025 we aim to double the number of schools/youth groups we work with. Find out more about our School & Youth Group programme here: <https://www.bmkwaterway.org/electra/schools/>

We're looking for a volunteer who enjoys contact with trip organisers and has the skills needed to administer the programme, from making contact with groups through making online bookings, sending invoices, and connecting them with team members who help to plan and review cruises. If you can offer a few hours a month, have great admin skills, are enthused by this programme, and can get along with fellow volunteers, this may be for you - and we'd certainly like to hear from you. Email volunteers.electra@bmkwaterway.org

| Role | |
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| What would I have to do? | <ul style="list-style-type: none"> • Contact schools and youth groups that have know about Electra • Find contact information for other schools and youth groups, send email introductions to the programme and respond to email queries • Liaise with schools/youth groups to agree dates, times and numbers of cruises required (with support from the Business Lead) • Make bookings in our online system, issues invoices and check payments • Introduce a Liaison Volunteer to the school/youth group • Take notes of School & Youth Group Programme Team Meetings |
| What do I get in return? | <ul style="list-style-type: none"> • The satisfaction of knowing that your actions enable Electra to contribute to young people's learning and wellbeing • The satisfaction of helping to extend the use of Electra to more schools and youth groups within Milton Keynes • Experience of working in a charity as a volunteer • Opportunity to further develop admin skills and responsibilities |
| How much time is needed? | 8=10 hours a month, mostly remote and at times to suit you, but also with opportunities to meet customers and colleague volunteers in the Electra Welcome Centre by our mooring at Campbell Wharf in MK |
| What skills are needed? | <ul style="list-style-type: none"> • Good clear written communication skills. • Technical skills in Email, Word, and Excel. • Use of online software for making cruise bookings or willingness to learn how to do this. |
| Person spec. | <ul style="list-style-type: none"> • Team player – able to work well with other volunteers working with schools and youth groups. • Outgoing, friendly, professional communicator. • Organised, self-starter, good eye for detail. |
| Working with? | Electra Business Lead, Schools Liaison Volunteers who help teachers/leaders plan programmes, and with school and youth group administrators |