

Volunteer Role: Supporter Package Co-ordinator

Base: Home working but some visits to site would be useful

No of roles: 1

Commitment: Flexible, initially we envisage more hours to help set the scheme up, but after this is may only take a few hours a month.

Introduction to Ironbridge Coracle Trust and the Supporter's offer

The Ironbridge Coracle Trust project is a NLHF project which began in August 2019 and will be completed by the end of October 2022. The project has enabled the Trust to restore the Old Coracle Shed, create a Coracle Man Sculpture, and a New Shed which is now a museum telling the story of Coracles in Ironbridge and run a varied programme of community focused events.

As the project comes to an end, we need to look at sustainability of the site without the financial support of the Heritage Fund. This is where our new 'Supporter' offer will be useful. Not only do we see it as a way to make some financial income, but it is also a great way to get our message out to a wider audience, recruit volunteers and market our activities to a wider audience.

We aim to launch the offer at the upcoming Regatta. We have a small team who have currently been planning the offer and launch but we are now looking for someone with more expertise to help us push forward and make sure our launch is as successful as possible.

The Volunteer Role

The aim of this role is for someone to assist the Trust in:

- Creating the 'supporter package' – this will be very simple in nature we just need to ensure it is standardised, i.e. text describing offer cost, data collected, offer given, extra donations.
- Ensuring that all admin is managed i.e. direct debits, data collection etc.
- Creating and assisting in delivering a marketing plan that is aimed at being ready to go for the Regatta
- Designing a longer-term strategy for the Supporter Offer based on the results of the first year.
- Ensuring that all the ICT team are aware of the supporter's offer and are trained in encouraging sign up when events are on site.

What's in it for you?

- Gain important insight into how a heritage organisation works.
- Gain important and relevant skills in marketing, or get to share your existing skills.
- Use your great communication skills.

- Build up team working skills, becoming part of a friendly and dedicated team.
- Know that you are helping a great cause.

So if you are...?

Skilled in Marketing Strategy or Marketing Delivery and looking to gain more experience. Or have experience in developing or promoting Supporter or Membership packages. Or even if you don't have any of these but feel like could help out with this role and are willing to learn as you go, then please contact:

Contact: Ruth Buttery

Email: rmbict22@gmail.com

Closing Date: 31st May 2022.

To apply: Please send a brief email telling us a little bit about yourself and why you are interested in the role. You may want to attach a CV too, but this is not essential.

Thank you for your interest and we look forward to talking to you about the role.