

Role description for ALK officer
Post: Regional Representative



Regional Representative

The Association is administered by a small group of unpaid volunteers based in the UK, though some of our Regional Representatives, by definition, are based outside the UK.

We rely on our Regional Representatives to help the Association to keep in touch with our members in the UK and overseas. Regional Representatives are well-placed to be the first point of contact for information and for contact with other members.

Regional Representatives are usually busy people and it is up to you to do what you have time to do, what is appropriate given your geographical location, the size of your region and the number of members in your region. It is also a good idea to share some of these tasks with other ALK members in your Region.

Day to day, the postholder is responsible to the Chairman for carrying out their role.

Whilst all our postholders are busy people with other lives to lead, and it is to a considerable degree up to each postholder to put their own personal stamp on these unpaid, volunteer roles, there are some expectations.

Here are the main ones:

PUBLICITY AND MEMBERSHIP RECRUITMENT

- Encourage lighthouses in your Region which have public access to continue to display ALK leaflets and posters. (These locations will be sent a supply of leaflets from ALK every spring.)
- Try to get ALK leaflets into other relevant locations e.g. maritime museums, local history museums, tourist information centres etc. which do not already have them, and ensure stocks are maintained.
- Actively support *International Lighthouse Heritage Weekend* by arranging an ALK information stall at an open lighthouse in your Region and encouraging ALK members to assist at other ILHW open lighthouse events in your region.
- Identifying membership recruitment opportunities where we might have an ALK information stall e.g. local community events, fairs and fetes, lighthouse open days, maritime museum open days, RNLI Open Days, etc.

PUBLICATIONS

- Supply *Lamp* magazine with quarterly updates of news and information about Lighthouse-related matters in your Region, and members' activities etc.
- Send an occasional newsletter to members in your Region containing contributions from your local members etc. However, we don't want to reduce the flow of copy to *Lamp*!

MEMBERSHIP

- On being advised by the membership secretary of a new member recruit in your region, try and arrange some kind of personal welcome – an email or a letter
- Maintain contact with active members in your regional area on a regular basis – keeping your ear to the ground
- Advise the membership secretary if you hear of a member's change of address.
- In association with the Membership Secretary, follow up members who have failed to renew their membership.
- Feedback ideas and suggestions from the members in your Region to the Trustees and Committee.

EVENTS

- Support and advise the Events Coordinator when an ALK trip is planned in your Region.
- Arrange special activities for your local members- e.g. pub visits, meals out, visits, talks, films etc. [If you arrange a talk you might invite in the public and then encourage them to join the ALK.]
- Respond to queries from local media, researchers, students etc. who are seeking information about lighthouses, lightships and keepers.

EXPENSES

- The ALK will cover all reasonable expenses incurred by this postholder, but they must be agreed in advance with the Chairman.
- Travelling costs in connection with carrying out ALK duties will be reimbursed, if agreed in advance, from the main account (general admin travel expenses) or from the special events account (event planning travel expenses) provided receipts or retained tickets are supplied along with an expenses claim form. However it is expected that Regional Representatives will carry out local visits, venue inspections, boatmen negotiations etc in order to minimise such costs.
- Communicating with members and officers The main route for communicating with members and officers is by email, and it is a requirement that all postholders will have an email contact address and use this on behalf of the ALK.
- Postage costs where necessary will be reimbursed, if agreed in advance, on submission of the relevant expense claim form provided receipts are attached. Generally use 2nd class mail unless it's critical to use 1st class. Where a number of letters need to be sent, the Hurst Castle ALK Project Manager has, as at March 2014, the ability to send out franked mail which keeps the costs down significantly. He is normally willing to do mailings for the ALK so liaise with him as required.
- Telephone call costs on behalf of the ALK will be reimbursed if unavoidable but we would ask the postholder to ensure all reasonable steps are taken to have in place mobile/landline contracts that allow free calls to be made, at least at weekends and during evenings. Where reimbursement is to be applied for we ask that postholders call at times when call charges are lowest and that call times are limited to discussion of essential matters. An expense claim form must be submitted together with an itemised listing from the telephone provider. The norm is that most postholders do NOT charge telephone calls to the ALK and we do regard reimbursement as the exception rather than the rule.

WHAT DO YOU NEED TO CARRY OUT THIS ROLE?

This is for guidance of members considering applying for this post. Useful skills/experience which a volunteer could bring to this role might include all/some of the following:

- A passion for lighthouses and lighthouse heritage
- Familiarity with the lighthouses in your regional area
- Personal contacts with relevant people in your regional area, eg attendants (TH), retained lighthouse keepers (NLB), owners of light vessels and decommissioned lighthouses or keepers accommodation, managers and staff of lighthouse visitor centres
- Good interpersonal and communication skills
- Able to draft short articles for LAMP
- Able to give talks to small groups if required
- Good organisational and planning skills
- An ability to follow through on local projects
- Curiosity, so that you can unearth local activities that might be relevant
- Knowledge of the ALK's personnel so that you are able to suggest/arrange contacts
- Enthusiasm and a warm, welcoming personality!

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