We already know a lot about IQ. We are learning ever more about the value of emotional intelligence or EQ. But our knowledge of Mental Health is way behind where it needs to be, and without research it’s just guesswork. We desperately need to improve our MQ! Through research into Mental Health, we can develop better treatments and preventions so that everyone can have a healthy MQ.

We champion and fund world-class research to transform the lives of everyone affected by a mental health condition. We strive to create a world where mental illness is better understood, diagnosed, treated and, maybe someday, prevented. Research is the first step towards making that a reality.

Job Purpose Summary:

We help our supporters feel connected to the scientists conducting research, so that together we can strive to understand mental health, improve treatments and prevent mental illness.

Challenge events and community fundraising is an important part of our income generation and engagement activity; Providing repeat, reliable income with a huge potential to grow.

As the Challenge and Community Fundraising Manager you will be responsible for maximising the value of volunteers and fundraisers. You will have experience of planning, implementing and growing the income from challenge events, mass participation events and community fundraising initiatives, and will be able to bring your own ideas and creativity to the role. This includes revising and implementing the supporter journeys, supporting the existing event calendar as well as developing your own, and ensure all participants have a great time.

This is an important role in a small, nimble team, that offers the holder an opportunity to make a real difference MQ’s ability to fund vital mental health research.

Key Responsibilities:

- Manage and strengthen relationships with community fundraisers (Including challenge eventers, community and in memory fundraisers)
- Plan and manage (With approval) your own budget to meet the income and organisational objectives, targets and KPI’s.
- Implementing tailored supporter journeys and stewardship plans across on and offline platforms
- Monitor, evaluate and identify learning points from fundraising events and other activities
- Manage and strengthen relationships with MQ’s ambassadors
- Develop and manage a calendar of fundraising events for MQ’s diverse supporter base
- Ensure best practice and consistent management of volunteers and ambassadors across the whole organisation
- Implement and shape the strategy for community fundraising
- Proactively seek and develop methods to increase income and make best use of ambassadors/volunteers and fundraisers
The post holder will also

- Contribute to achieving the overall objectives of MQ and participate in the development of its new organisational strategy.
- Provide other support to the marketing wider MQ team as required
- Any other duties as necessary

**Person specification:**

**Key skills and attributes**

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<th>Requirements</th>
<th>E – Essential</th>
<th>D - Desirable</th>
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<tr>
<td>A proven track record of meeting and exceeding income targets through community and challenge event fundraising</td>
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<td>Experience of relationship management and supporting fundraisers and volunteers</td>
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<td>Practical experience of running a variety of events and supporting participants</td>
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<td>Ability to develop, monitor and manage income and expenditure budgets</td>
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<td>Ability to communicate effectively, and to tailor messages to different supporter groups</td>
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<td>A self-starter with an ability to manage own time, projects and come up with your own ideas</td>
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<td>Ability to work both on your own and as part of a team</td>
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<td>Ability to manage your own time including the flexibility to manage, assist at, and attend events on evenings and weekends as necessary</td>
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<td>Professional or personal interest or experience in mental health</td>
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<td>Experience of working with Raisers Edge</td>
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<td>Good understanding of online donation tools such as Just Giving</td>
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<td>Experience of using Mailchimp and Wordpress</td>
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**Closing Date:** 31st October – 12 noon
**Interviews:** 7th – 11th November 2022
MQ Mental Health Research wants to meet our aims and commitments set out in our equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity. To do this we are launching a survey of all our Trustees, Research Council, Staff, Volunteers, Ambassadors and Awardees.

This survey will help us to ensure we continue to learn and progress our understanding of equity.

MQ needs your help to enable us to do this but filling in this form is voluntary. All information will be anonymous and confidential and be managed under our Data Privacy Policy.

Thank you so much for your time in completing this form.

Gender  Man ☐  Woman ☐  Intersex ☐  Non-binary ☐  Prefer not to say ☐

If you prefer to use your own term, please specify here Click or tap here to enter text.

Are you married or in a civil partnership?  Yes ☐  No ☐  Prefer not to say ☐

Age  16-24 ☐  25-29 ☐  30-34 ☐  35-39 ☐  40-44 ☐  45-49 ☐

50-54 ☐  55-59 ☐  60-64 ☐  65+ ☐  Prefer not to say ☐

What is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

White

English ☐  Welsh ☐  Scottish ☐  Northern Irish ☐  Irish ☐

British ☐  Gypsy or Irish Traveller ☐  Prefer not to say ☐

Any other white background, please write in: Click or tap here to enter text.

Mixed/multiple ethnic groups

White and Black Caribbean ☐  White and Black African ☐  White and Asian ☐

Prefer not to say ☐

Any other mixed background, please write in: Click or tap here to enter text.

Asian/Asian British

Indian ☐  Pakistani ☐  Bangladeshi ☐  Chinese ☐  Prefer not to say ☐

Any other Asian background, please write in: Click or tap here to enter text.
Black/ African/ Caribbean/ Black British

- African  □  Caribbean  □  Prefer not to say  □

Any other Black/African/Caribbean background, please write in:  Click or tap here to enter text.

**Other ethnic group**

- Arab  □  Prefer not to say  □

Any other ethnic group, please write in:  Click or tap here to enter text.

**Do you consider yourself to have a disability or health condition?**

- Yes  □  No  □  Prefer not to say  □

**What is your sexual orientation?**

- Heterosexual  □  Gay  □  Lesbian  □  Bisexual  □  Prefer not to say  □

If you prefer to use your own term, please specify here  Click or tap here to enter text.

**What is your religion or belief?**

- No religion or belief  □  Buddhist  □  Christian  □  Hindu  □  Jewish  □

- Muslim  □  Sikh  □  Prefer not to say  □

If other religion or belief, please write in:  Click or tap here to enter text.