

Student Ambassador Programme 2026

Role Purpose:

To empower students to champion mental health on campus and expand MQ's reach through student-led engagement.

MQ Mental Health Research

One in four people in the UK – almost 16 million people – are affected by a mental health condition every year. It has profound human, economic and social impacts in the UK and across the world. To respond to this and to create a movement of individuals driving change in this area, MQ is seeking to harness the passion and energy of young people with our student ambassador programme.

This network represents an empowered group of individuals who are advocates for the charity and for mental health research in general. The initiative is entirely flexible, giving students the chance to select from a range of promotional activities and participate whenever convenient. When applying, individuals outline their preferred activities, setting personal goals to achieve throughout the year.

The Student Ambassador programme also represents a key part of our commitment to involve the public in our core activities. Those affected by mental illness, either directly or indirectly, or anyone simply looking to make a difference, will be given opportunities to feedback and influence MQ's campaigning work and research.

The Programme:

We are looking for Student Ambassadors with a passion for mental health to help co-design this project as it develops. This public-facing role involves building connections, encouraging others to get involved in our volunteering programme, and championing mental health within your community.

The MQ Student Ambassador programme is a unique and open network, empowering members to drive their own initiatives within fundraising or awareness-raising, aligned with the charity's wider aims, while expanding MQ's reach. Ambassadors will receive training, resources, and regular updates on events and opportunities through monthly newsletters to help them succeed in their role as well as an allocated contact from our fundraising team.

The Role:

Activities

Fundraising

- Organise fundraising activities on campus through community events (socials, bake sales etc.), or through participation in challenge events, encouraging other students to get involved.
- Take part in any of MQ's mass fundraising or awareness campaigns e.g. University Mental Health Day, Walk and Talk campaign.
- Support and lead other student volunteers, acting as first point of contact for directions and advice.

Awareness and advocacy

- Organise events, talks or stalls (e.g. Freshers fairs).
- Share stories and create content for blogs, communications and media opportunities.
- Promote MQ's research and campaign messages across campus through personal and student networks, via social media or distributing helpful resources.

General

- Assist MQ in promoting key activities throughout the year.
- Use your experience on campus to help us improve the Student Ambassador Programme and shape our approach to student-led campaigning.

Support

- Induction call and ongoing guidance from a dedicated MQ contact – including a termly catch up to go through upcoming campaigns and ideas.
- Access to training resources, fundraising toolkits and MQ promotional materials.
- Opportunities to connect with other Student Ambassadors, attend MQ events and research webinars.
- Review of Ambassadorship to celebrate achievements, assess challenges and reflect on the role moving forward.

Benefits

- The chance to make a meaningful impact on campus and support pioneering mental health research.
- An opportunity to gain valuable experience in leadership, fundraising, campaigning and advocacy to strengthen your CV.
- Opportunities to build confidence, expand your network, and connect with MQ staff and researchers.
- Recognition as an official MQ Student Ambassador – associating with a respected brand in the science, charity and commercial arenas.