



Core Project information

Title	Market Research Project leader	Remuneration	Unpaid
Appointment period	1 day per week over 12 weeks or 2 days per week over 6 weeks from w/c 11 th June		
Reports to	Saskia Daggett	Location	The Foundry, 17 Oval Way, London, SE11 5RR

Project purpose *(Why does the project exist? What is it there to achieve or deliver?)*

To research into the campaigns and social change training marketplace.

The Sheila McKechnie Foundation help people and organisations effect positive and lasting social change - whether in their local community or right across the globe.

We teach and support all these campaigners, from those who are just starting out to experienced campaigners in large organisations. We bring the campaign community together to share new ideas, knowledge and resources, helping people and organisations campaign more effectively and efficiently, build confidence, nurture talent and accelerate impact. And we work to champion and celebrate campaigning, demonstrating its' value and acknowledging success.

We are looking for a graduate to undertake some market research for us, ideally mapping out other agencies, organisations and consultancies that offer similar service to us- campaign training and support. This would also include, creating a database of 'competitors', building on pricing info of 'competitors' and looking more into what type of consultancy we may be able to provide in the future and horizon scanning. The role would additionally include insight into what types of training campaigners/change makers are after, helping us sharpen and improve our offer of support.

Project Skill Requirements *(work experience, qualifications, specialist training, key skills, disposition)*

	Requirements	Essential/Desirable
Qualifications	To be a current undergraduate / postgraduate student at Queen Mary or a 2017 graduate	E
Competency based skills	<ol style="list-style-type: none"> Motivation - the ability to achieve key goals. Proactivity and use of Initiative - the ability to act in advance, plan ahead and carry out duties in a forward thinking manner. Communication Skills - the ability to pass on information to others through a variety of means, adapting communication style to suit people's needs and abilities. Research and evaluation skills - the ability to process, assess and evaluate information and apply this to specific IT skills - ability to use Microsoft Office package, particularly Word and Excel Time management skills- ability to prioritise work in order to meet deadlines. Understanding of campaigning - an interest, understanding and/or experience of campaigning and social change either thought a professional, personal or voluntary basis. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p>



	8. Marketing - a familiarity with effective marketing processes and best practice for charities.	D D
--	---	------------

Responsibilities of the Role

As we expand our offer of training support for campaigners, it is vital for us to have a better understanding of other players in the marketplace offering similar types of support, as well as what types of support people are most interested in receiving.

The role would include the following:

- **Database of competitors.** Collecting information on what types of similar support is being offered in the 'campaigns training marketplace'. This would entail research into who is offering campaigns training and support, the types of content and packages they offer and their pricing.
- **Collecting best practice marketing information.** To look at how similar training providers are marketing their training and support, detailing how they are wording their content, the types of marketing tools they are using, the images they use and how they are designing their webpages.
- **Interest of support and support needs.** Collecting information on the types of support needs of campaigners and change makers. This may include calling previous service users and talking through with them what type of support they would benefit from. This would ultimately result in a wider and better understanding of what we could potentially offer in future packages of support.

Projects with a range of charitable organisations are coordinated for Queen Mary students and graduates by QM Careers.

To apply for this role, please visit: <https://qmul.onlinesurveys.ac.uk/qprojects-summer-2018-application-form-2>

Interviews will take place on the morning of Friday 15th June

