

## University of Manchester Q-Step Summer Project 2016

### Ref: #34 UoMQStep 2016 MACC Voluntary Sector

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**Organisation Name:** Macc

**Team / Department:** Policy and Influence

**Address:** Swan Buildings, 20 Swan Street, Manchester, M4 5JW

**Provisional title for project:** Voluntary, Community and Social Enterprise Sector Impact. A Day in the life of Manchester VCSE

**100 word abstract of what the project would probably undertake, and any data to be used:**

To improve awareness about the impact and value of the work carried out by the voluntary sector in Manchester. This will be achieved by asking voluntary sector organisations to record the impact they've had on a single day within a given week and using this information as part of a marketing campaign. The intern will work closely with a member of staff from the Policy and Influence Team leading this piece of work across three main stages. These being Preparation, Collection/ Analysis and Marketing Campaign culminating in a presentation at our Spirit of Manchester Awards

**Key words (up to 12):**

Voluntary Sector, People, Community, Evaluation, Marketing, Survey, Data analysis, Social Media, Project development

**Essential and desirable skills that the student would need to have:**

**Essential:**

- Ability to learn quickly
- Ability to write reports
- Ability to develop a project
- Ability to work with limited supervision

- Some knowledge and understand of approaches to surveys, marketing and data collection
- Strong communication skills, engaging with key stakeholders within the voluntary sector

**Desirable:**

- Interest in social impact
- Interest/ experience in marketing and campaigns

**Where the work would be carried out:**

The placement will be based at the Macc office in Manchester City Centre. Hours will be 9:30am – 4:30pm (flexible) 5 days per week

We anticipate this placement lasting until early September 2016. Ideally we would like support with the marketing campaign up to our Spirit of Manchester Awards in October, but appreciate that this may not be possible within the timescales and can be flexible

**Preferred selection method (interview or other meeting):**

Interview.

**Support and training offered by the organisation:**

- Supervision and mentoring
- Training needs analysis and access to our e-learning facility
- Opportunity to shadow members of the Macc staff team- including policy, administration, organisational development and senior management roles

**Any issues of data confidentiality and/or IPR that would need to be resolved:**

No. The report the project will produce is intended for publication. Obviously there would be some commercial confidentiality and basic data protection but we already have policies and procedures in place to address these

**Supporting information:**

See attached project outline (appendix)

**Financial assistance offered by the organisation:**

We are unable to offer any additional payment. However additional out of pocket expenses incurred during the work will be refunded

## **Appendix**

### **Project Outline – VCS Impact – A Day in the life of Manchester VCS**

The overall aim of the project is:

**“To improve the awareness in key Manchester audiences about the impact and value of the work that the Voluntary Sector does”**

It will do this by asking voluntary sector organisations to record the impact they’ve had on a single day within a given week and then using this information as part of a marketing campaign.

The project has 3 stages:

1. Preparation
2. Collection
3. Marketing Campaign

#### **Stage 1 Preparation (June to Sept) 8 weeks**

This is all the work that will lead up to sending out requests for information.

This will include:

- Research into where similar campaigns have been carried out and into good practice
- Preparation of marketing campaign strategy
- Preparation of draft survey documentation
- Market survey to establish the willingness of VCS organisations to take part and the most effective approach to gathering information
- Preparation of data collection form, storage, analysis
- Preparation of advertising material to VCS
- Preparation of website/ social media/ other forms of dissemination.

#### **Stage 2 Collection (Sept) 3 weeks**

This is all the work involved in collecting information. This work will come to a climax within the week of collection.

This stage will include:

- Advertising project to VCS
- Follow-up through one-to-one contact
- Storing responses

### **Stage 3: Marketing Campaign (Sept/Oct) – 3 weeks**

This stage will start as soon as the first responses are collected and continue over a short period leading up to and including the Spirit of Manchester Awards. The actions taken will be dependent on the marketing strategy but are likely to include:

- Use of twitter and other social media
- Articles in local news media
- Use of website and e-bulletin
- Targeted email
- Presentation at Spirit of Manchester
- Collected responses written into report

### **Suggested Outputs**

- 50 responses from VCS organisations
- 2 articles in local newspapers
- 200 people involved in twitter campaign
- Series of articles in e-bulletin
- Presentation at Spirit of Manchester awards
- 200 reads of website pages with responses
- Publication sent out to 500 people.