

Freelance Communications Manager: call for expressions of interest



M/Others Who Make is looking for a freelance Communications Manager to support the rebranding and relaunch of our MWM matronage membership scheme.

Expressions of Interest due by 10am, Friday 20 October 2023 by email to rachael@motherswhomake.org

Budget and timing

We can offer a total fee of £2,250. We anticipate this breaking down to 9 days work at £250 per day. This work will be carried out between November 2023 and January 2024.

About M/Others Who Make

M/Others Who Make is a growing international initiative for women and non-binary people who care about creating and create whilst caring. We work in close partnership with Improbable. Through a range of peer support meetings, artistic events and innovative projects we aim to support women and non-binary people to sustain their creative identities whilst also holding caring roles.

We are in a period of organisational transition. We are seeking to become both more sustainable and more diverse, in terms of how many people engage with us and who they are. We want to



expand and reframe our offer to include female and non-binary makers who don't identify themselves as mothers, but would still benefit from the work we do and spaces we hold. We want to actively include makers who are not yet mothers, who are fostering children, have adopted children, have step children, adult children and/or grandchildren, have experienced infertility, child loss, care for older relatives or a partner, or hold a completely different notion of caring. This is not an exhaustive list.

We have an Arts Council England Project Grant to support this work over 18 months.

What we need

We are rebranding to introduce a forward slash - M/Others Who Make - into our name and relaunching our M/WM matronage offer in February 2024. Our 'Matronage' scheme is the name we have given to our membership programme to date. We are looking for someone to lead on:

- Developing a comms and marketing strategy for the relaunch
- Drafting messaging for both current and new matrons and a variety of different audiences
- Creating visual assets for social media
- A social media campaign around the relaunch
- Website copy for relevant webpages
- Creating marketing assets and templates for our network of Hubs
- Collating a list of relevant events, festivals, and media outlets we should be talking to

We are also working with a filmmaker to create a short promo film.

About you

We're looking for expressions of interest from individuals with expertise in strategic comms and marketing in the arts sector. You'll be working in a small team and need the ability to move between strategic decisions and hands-on delivery. You'll need to be digitally savvy, with both copywriting and design skills. Ideally, you'd be ready to start work at the start of November, or shortly afterwards.

Ways of working

We are a very small and fully remote team that currently uses WhatsApp, email and Zoom for day-to-day communication and a range of digital tools including Trello, Miro, and Google Workspace. We work around our creative and caring responsibilities, sometimes in the evenings and weekends, and would expect the Communications specialist to organise their own time around their needs.



How to submit an expression of interest

Please send your CV and a cover letter telling us about your previous experience of delivering a similar campaign and why you're interested in this opportunity (no more than 1 side of A4) to rachael@motherswhomake.org. Please also tell us about your time and availability.

We will be holding online interviews on Thursday 2nd November.

Our Principles

CHILDREN WELCOME

Our events are adult-centred but children are welcome to attend and participate. There are two kinds of spaces which most mothers must navigate: child-centred ones with the adults needs marginalised (playgrounds, one o'clock clubs) and adult-centred ones with the children absent or unwelcome (rehearsal rooms, meetings, offices). MWM events model a third kind of adult-centred, child-friendly space. The space should reflect this – bring toys, lay on the crayons and paper, and feel free to come as you are.

ANY KIND OF MOTHER

Events are open to all mothers, expectant mothers, new mothers, mothers with older children, mothers who have lost children, mothers who care for adult children, grandmothers, mothers who have adopted. Mothers of any race, religion, sexual orientation, gender identity. Mothers with a disability. Trans and non binary mothers. Women who are exploring whether they will become mothers ... and more

ANY KIND OF MAKER

All art forms are welcome – writers, musicians, actors, film-makers, dancers, visual artists. Anyone engaged in a creative practice. Makers can be professional and/or passionate. Women at any stage of their careers or creative journeys are welcome.

MOTHERING AND MAKING VALUED EQUALLY

Each participant is recognised and valued in her dual roles of mother and maker – these are held with equal esteem and regard, in contrast to the wider cultural trend which consistently values professional work over and above personal, domestic or emotional labour. We also hold space for exploring the ways in which the two roles might inform each other, rather than the normative assumption that they must always be in conflict.

PEER SUPPORT

The events held under the MWM name are egalitarian and collaborative in nature. We sit in circles, not in chairs in rows. We listen to each other with respect and empathy and without



judgement. We share experiences and resources. This is a non-hierarchical model– we work collectively and are our own experts.

DIVERSITY

We respect and recognise that there is no one kind of mother or maker, and no single solution to the myriad challenges facing a woman who holds these two roles in her life. Each woman's experience is valid and welcomed.