Brief: Photographer and videographer (retainer basis)

Client: Maternal Mental Health Alliance (MMHA)
Start: January 2027
Term: Three years, with regular check ins to ensure we're on track

About MMHA

The Maternal Mental Health Alliance (MMHA) is an award-winning charity and UK-wide collaborative network.

We share a vision that every mother and birthing person across the UK receives excellent mental health care before, during and after pregnancy - especially those most in need. At MMHA, we work across three key areas: influencing national policy and systems; collaborating with partners to improve care and solutions; and educating to reduce stigma and raise awareness of perinatal mental health problems. We are incredibly proud of the reputation we have built, grounded in a strong track record of influencing national and local change in the provision of perinatal mental health care.

Everything we have achieved is the result of the strength and collective effort of our network. Our network includes over 160 member organisations (community groups, national charities and professional bodies), a community of 50 lived experience champions, and hundreds of dedicated professional experts and influential allies.

We are deeply grateful to all our supporters, and to our Royal Patron, HRH The Princess of Wales, for championing our work. Grounded in an equity-led approach, we are committed to ensuring that those facing the greatest barriers to care are centred in everything we do.

We recognise that access, experience, and outcomes are not equal and we actively work to challenge and change this.

By listening to lived experience, working in partnership, and advocating for systemic change, we strive to create a future where equitable, high-quality perinatal mental health care is a reality for all.

About the Councils Programme

The Maternal Mental Health Councils tackle long-standing inequities in perinatal mental health across the UK. This programme aims to build a strong regional voice to influence change locally, as well as ensuring any evidence of local change is elevated at a national level, to contribute to a wider national movement for equity in perinatal mental health.

Each Council will bring together women and birthing people with lived experience, local partners, and decisionmakers to:

- improve care and support for women and birthing people and their families
- challenge systemic barriers and inequities
- build sustainable local partnerships, led by lived experience that influence national change.

The Councils will be developed across three localities, each focusing on a different group of women and birthing people disproportionately affected by perinatal mental health inequities, including:

- Marginalisation by race, face and culture
- Marginalisation by age (younger women and birthing people)
- Marginalisation by multiple disadvantage and complex factors including domestic abuse, poverty, addiction and contact with social services.

You can read more about the Councils programme here.

What we're looking for

We're recruiting two roles to tell the story of MMHA's Councils project over the next three years. They can come from an agency, from two individuals who work together, or you could apply for one part of the role, and we can match you with the other. If you already collaborate with a photographer or a videographer, please let us know.

We estimate this will be around six days of contact time with the Councils (likely to be evenly split across the three Council areas) across the year. Days will be scheduled around project milestones, events and interviews.

Videographer

A retained videographer to produce:

- Around five short-form videos (up to two minutes), built for social channels
- One longer-form film (approx. 5 minutes) that tells the full story of the project

We have some flexibility in the number of deliverables, what's important is spending time with the Councils projects and our National Programme Manager, Richa to show the significance of the programme and demonstrate the impact to our existing funder, the National Lottery and attract new funding.

The Councils are based in Newcastle, Glasgow and Birmingham so please include travel in your budget.

Please also consider filming, editing, captioning and delivery in the right formats for each platform e.g. website, funding documents, social media.

Photographer

A retained photographer to work alongside the videographer to produce a series of stills for social channels, presentations and pitches.

We have some flexibility in the number of deliverables, what's important is spending time with the Councils projects and our National Programme Manager, Richa to tell their story.

The Councils are based in Newcastle, Glasgow and Birmingham so please include travel in your budget.

Please also consider photography editing and delivery in the right formats, for each platform e.g. website, funding documents, social media.

Who we'd like to hear from

We're looking for female-identifying creatives. The work involves sensitive conversations about maternal mental health, and contributors will be more at ease with a team they feel safe with.

Beyond that, we'd like to see

- Experience filming or photographing people in sensitive or personal settings, ideally with charity, health or social-purpose clients

- A considered approach to consent, privacy and contributor wellbeing
- Documentary-style work shows the reality of this work
- Reliability across a full year, including availability for travel in England and Scotland
- Lived experience of the perinatal period is welcome but not required

What we'll need from you

- A portfolio or showreel, with examples that show how you work with real people
- A short note on how you'd approach a project like this
- Your rates, either a monthly retainer or day rate, with a breakdown of what's included (kit, editing, travel, licensing)
- Availability from November/December
- If applying as a pair or agency, how you work together and who does what
- If you are successful in winning this work, we would like to book in regular check ins to ensure the work is progressing and we are all happy with the outputs

Practicalities

Budget: £5,000 per year for Videographer, £3,000 per year for Photographer, for three years.

Location: Councils projects are based in Newcastle, Glasgow and Birmingham, so some travel will be involved for shoots. Edits to be done remotely.

Usage: MMHA will need full rights to use the content across its channels, website and campaigns. We are happy to discuss how we can make this work.

Deadline for applications: midday on Monday 30th November 2026

How to apply: Send an email to comms@maternalmentalhealthalliance.org with a cover letter detailing your experiences and how you would approach this project. Please include any relevant links to your work.

Application process:

- Applications by midday on Monday 30th November 2026.

- Successful applicants will be contacted for interview by the beginning of December.
- Interviews to take place in December.
- Work to begin from January 2027.