



Who We Are

IMIX is a UK-based national organisation working at the intersection of storytelling, media, and social justice. We support charities, campaigners, and people with lived experience to tell their stories, influence change, and connect with new audiences — with confidence, care, and purpose.

Each year, we support hundreds of organisations to strengthen their communications capacity through training, mentoring, and strategic advice. Our work is intersectional, trauma-aware and values-led — grounded in deep relationships of trust and the lived realities of the communities we work alongside.

Why We're Offering Embedded Comms Support

We recognise that not every organisation has a dedicated comms team — and even when you do, there are times when you need extra capacity. Whether you're between hires, launching a campaign, or responding to a busy moment, it can be hard to find the right support quickly.

That's why we're offering Embedded Communications Support — a flexible way to bring in trusted, experienced help tailored to your organisation. It's delivered by IMIX staff and designed to fit around your needs.

We're offering this as a paid service because we know some organisations need more bespoke, hands-on support than we can offer through our core delivery. Charging fairly allows us to provide that deeper level of care and commitment — and it helps sustain our wider work, including free support for grassroots and lived experience-led groups.

This is about helping the whole sector grow — sustainably, collaboratively, and with care.

What We Offer to Organisations

IMIX Embedded Communications Support provides practical, expert communications capacity tailored to your organisation's needs. Delivered by IMIX staff, it offers both strategic insight and hands-on delivery.

Whether you need short-term help for a specific project or ongoing support, this flexible service can add or build capacity within your team — without the cost or commitment of a full-time communications

role. IMIX Embedded Comms Support can replace the need for a dedicated comms post, provide cover during recruitment, or strengthen your team during periods of high demand.

Our aim is to help you strengthen your messaging, build internal confidence, and navigate complex communications challenges with confidence and care.

Core Service Areas

Strategic Communications

- Audience mapping, values-led messaging, brand clarity, and campaign planning
- Support to translate complex or policy-driven messaging into language that connects

Narrative Development & Message Testing

- Help shaping narratives that resonate with target audiences
- Workshops and testing sessions using research-backed approaches
- Advice on reframing difficult topics and building shared values

Media Engagement

- Press outreach and relationship building
- Media coaching, including support for staff and spokespeople
- Ethical storytelling and trauma-informed media practices

Crisis Comms & Safeguarding

- Scenario planning and crisis response support
- Advice and safeguarding planning for involving people with lived experience in media
- On-call advice during high-pressure moments (e.g. breaking news, negative press)

Comms Infrastructure

- Support with content calendars, planning tools, and practical templates
- Coaching and mentoring for teams with limited comms capacity
- Help with building confidence in comms across your wider team

Audience Insight & Segmentation

- Guidance on audience research and segmentation
- Help identifying persuadable audiences and tailoring messages to reach them
- Advice on political or regional context-specific messaging

Campaign & Partnership Comms

- Support with collaborative messaging across partners
- Comms planning and delivery for joint campaigns or regional activity
- Press release drafting, media list building, and briefing spokespeople

Pricing & Delivery Options

We aim to be transparent and flexible in our pricing, while ensuring we can sustain our work and continue offering free support to grassroots and lived experience-led groups.

Delivery Options

- **Ad-hoc support:** One-off clinics, project-based support £250 - £400 per day (depending on turnover)
- **Retainer packages:** Ongoing capacity (1-4+ days/month), scalable to your needs

Pricing (Sliding Scale)

Support Level	Days/Month	Monthly Rate
Light Support	1	£250-£400
Ongoing	2-3	£500-£1,200
Deep Support	4+	£1,000+

Includes planning, oversight, and quality assurance.

We're happy to scope bespoke packages, combine services, and explore sliding scale options where needed.

Why IMIX?

- ✓ Cost-effective way to boost comms capacity without hiring permanent staff
- ✓ Access to a team of skilled experts, not just one person
- ✓ Ethical, trauma-aware, values-led communications
- ✓ Builds internal skills and confidence alongside delivery

How to Get Started

Contact us to discuss your comms priorities
We'll scope the right support and match your team
Agree clear scope, pricing, and delivery plan
Begin support — with regular check-ins and flexibility

✉ media@imix.org.uk

🌐 www.imix.org.uk

