



Scroll to page 7 for English version

MG ALBA – Cuireadh gu Tagradh

Mu MG ALBA

Tha MG ALBA a’ maoinachadh agus a’ ruith BBC ALBA ann an co-bhanntachd leis a’ BhBC. Tha fiosrachadh mu dheidhinn dleastanas MG ALBA agus mun cho-bhanntachd leis a’ BhBC ri fhaotainn aig www.mgalba.com

Seirbheisean

Thathar a’ sireadh thagraidhean bho sholaraichean seirbheis aig a bheil an t-eòlas riatanach airson nan seirbheisean a leanas a mhaireas 2 bhliadhna bho 01 Giblean 2017, le roghainn leudachadh aon-bhliadhna a bharrachd ma bhios MG ALBA air a shon agus le aonta an dà bhuidhinn.

Tha MG ALBA a’ sireadh thagraidhean fa leth airson nan seirbheisean a tha air an cur an cèill gu h-ìosal. Faodaidh solaraichean seirbheis cur airson an dà sheirbheis no airson aon a-mhàin.

Cùmhnant 1: Brosnachadh Aithne agus Follaiseachd

Brosnachadh ìrean mothachaidh mu BhBC ALBA, FilmG agus LearnGaelic gu luchd-amhairc agus luchd-cleachdaidh ann an Alba.

Cùmhnant 2: Ro-innleachd Conaltraidh

Togail mothachadh mun Ghàidhlig is na meadhanan Gàidhlig aig ìre poileasaidh poblach, nam meadhanan is luchd-ùidh ann an Alba agus san RA.

Tha làn fhiosrachadh air na duilleagan a leanas.

Tagraidhean

Cha bu chòir na tagraidhean a bhith nas fhaide na 3 duilleagan, gun a bhith a’ gabhail a-steach mìneachadh air cosgaisean no teisteanasan. Bu chòir dhaibh a bhith a’ cur an cèill na modh-obrach a thathar a’ moladh airson na h-obrach, an luchd-obrach agus an t-eòlas a dheigheadh a chleachdadh, agus an ùine a bheireadh e.

Feumaidh na molaidhean a bhith a-staigh ro 2f air Dihaoine 10 Màrt 2017. Dh’fhaodadh nach deigheadh coimhead ri tagraidhean a gheibhear an dèidh seo. Feumar na tagraidhean a chur air post-dealain gu procurement@mgalba.com. Gheibhear dearbhadh air ais gun deach an tagradh fhaighinn. Nithear co-

dhùnadh mu 31 Màrt 2017 agus dh'fhaodadh gun tèid iarraidh air companaidhean a thighinn gu coinneamhan ron cheann-là sin gus bruidhinn mun iarrtas aca.

Slatan-tomhais a' cho-dhùnaidh

Thèid co-dhùnadh air cùmhnant(an) sam bith a dhèanamh a rèir Riaghailtean Ionmhais agus Poileasaidh Solarachaidh is Sgeama Tagraidh MG ALBA. Bidh an co-dhùnadh stèidhichte air An Luach as Fheàrr, a tha a' gabhail a-steach am measgachadh as fheàrr de chosgais fad-chùmhnant agus càileachd (no iomchaidheachd airson na h-adhbharan ainmichte) gus coinneachadh ri riatanasan MG ALBA. *Faodaidh* MG ALBA beachdachadh air buannachdan co-obrachaidh agus èifeachdasan a dh'fhaodadh a bhith air an libhrigeadh le aon bhuidheann seirbheis airson an dà chùmhnant no *faodar* barrachd luach a chur air dà bhuidheann solair seirbheis fa leth. Tha MG ALBA a' cur an cèill gu bheil an còir aca a h-uile tagradh a dhiùltadh agus gun a bhith a' toirt seachad cùmhnant idir.

Thèid co-dhùnaidhean a dhèanamh stèidhichte air na slatan-tomhais a leanas:

- Tuigse air na nithean a tha riatanach agus soilleireachd, iomchaidheachd agus tarraingeachd nam molaidhean (60%)
- Luach an airgid, a' gabhail a-steach cosgais, ceangal ri riochdairean, sgioba an t-seanail agus luchd-solair eile an t-seirbheis (25%)
- Ealantas agus cliù agus creideasan an sgioba thar chomasan iomchaidh (15%)

Ma gheibh dhà no còrr de thagraidhean taobh a-staigh 5% de cach a chèile, thèid tagraiche a thaghadh a sheallas an dealas as motha do chleachdadh no leasachadh na Gàidhlig no a nochdas cothroman leasachadh phroifeiseanta ann a bhith a' coileanadh a' chùmhnant.

Tha MG ALBA air £25k a chur gu taobh airson gach seirbheis.

Ma bhios ceist sam bith agaibh mun mhodh-tagraidh, bu chòir fios a chur gu:

Niall M Greumach
Stiùiriche Ionmhais
MG ALBA
Rathad Shìophoirt
Steòrnabhagh
HS1 2SD
01851 705550

Cùmhnannt 1: Brosnachadh Aithne agus Follaiseachd

Brosnachadh ìrean mothachaidh mu BBC ALBA, FilmG agus LearnGaelic gu luchd-amhairc agus luchd-cleachdaidh ann an Alba.

An raon obrach

- A’ brosnachadh aithne air BBC ALBA, sna meadhanan air fad, a’ gabhail a-steach comhairle sna na meadhanan sòisealta, do luchd-amhairc ann an Alba tro choinneamhan, fiosan-naidheachd agus iomairtean a bhios air am planadh.
- Cruthachadh agus sgaoileadh stuthan sanasachd airson FilmG, LearnGaelic agus pròiseactan eile mar a bhios feumail.

Prìomh Ghnìomhan agus Uallaichean Sònraichte

Ìre Àrd-stiùireachais

- Comhairle mu phrìomh ro-innleachdan brosnachadh aithne; agus
- Measadh cur an cèill agus buaidh ro-innleachdan sanasachaidh agus a bhith a’ dèanamh atharrachadh no ceartachadh a rèir sin.

Ìre Luchd-obrach Speisealta

- Còmhla ri àrd-oifigearan BBC ALBA, a bhith a’ planadh sanasachd phrògraman airson luchd-amhairc nàiseanta na seanail (luchd-labhairt Gàidhlig agus Beurla) bho àm coimiseanaidh;
- A’ cur crìoch air agus a’ sgaoileadh (3 gach seachdain) stuthan sanasachd phrògraman airson nam meadhanan nàiseanta agus ionadail, nam measg brathan naidheachd, bhidio agus dealbhan, gus dèanamh cinnteach gu bheil a’ cumail sruthan fiosrachaidh ris na meadhanan gu cunbhalach airson naidheachdan co-cheangailte ri prògraman;
- A’ toirt comhairle mu sanasachd phrògraman air na meadhanan sòisealta;
- A’ cruthachadh stuthan sanasachd phrògraman airson iomairtean sònraichte agus a bhith a’ cur fios mu phrògraman gu pàipearan naidheachd;
- A bhith a’ cur taic ris an sgioba in-thaigh gus an luchd-amhairc Gàidhlig a ruigsinn tro na meadhanan ionadail, tachartasan, na meadhanan sòisealta, msaa.

Mar a bhiodh sinn airson a bhith ag obair còmhla ribh

'S e **Ar Run** a bhith a’ gealltainn spionnadh agus brosnachadh a thoirt tron Ghàidhlig agus tro na meadhanan.

Bidh sinn ag iarraidh oirbh a bhith a’ coimhead gu dlùth ri bhith a’ cumail suas agus a’ leasachadh mothachadh air BBC ALBA air feadh Alba. Bidh sibh a’ stiùireadh nam meadhanan agus sanasachd far-sgrion airson na seanail a thaobh nan daoine ann an Alba nach eil a’ bruidhinn Gàidhlig. Bheir sibh cuideachd comhairle mu shanasachd stuth an t-seanail air na meadhanan sòisealta.

Mar sin, bidh sibh fiosraichte mu BhBC ALBA agus bidh meas aig proifeiseantaich eile sna meadhanan agus aig na coimhearsnachdan-ùidh annaibh pèin agus san sgioba agaibh.

Bidh sibh ag obair gu dlùth leis an Àrd-Sgioba Stiùiridh gus ro-innleachdan a phlanadh agus bidh ùghdarras agaibh cuideachd gus am Bòrd a chomhairleachadh nuair a bhios feum sin a dhèanamh. Bidh sibh, no ur sgioba, a’ togail dhàimhean le riochdairean phrògraman, sgioba PR BBC Scotland agus le na sgiobaidhean phrògraman, phreasantaidh agus choimiseanaidh. Mu dheireadh, bidh sibh a’ cur taic ri ar sgioba conaltraidh in-thaigh a bhios a’ coimhead ri bhith a’ togail-cheanglaichean leis an luchd-amhairc Ghàidhlig.

Priomh shùileachaidhean

- Coinneamh gach ràith leis an Àrd-Oifigear agus/no an Àrd-Sgioba Stiùiridh agus làthaireachd àrd ìre aig tachartasan far a bheil coimhearsnachdan-ùidh air an riochdachadh;
- Coinneamh gach ràith leis an sgioba deasachaidh gus prìomhachasan sanasachd BBC ALBA, LearnGaelic agus FilmG aontachadh agus coinneamhan gach cola-deug airson gnìomhan a chuir air chois;
- Stuthan foillseachaidh gu na meadhanan 2/3 uair san t-seachdain airson BBC ALBA agus 4 uairean sa bhliadhna airson LearnGaelic / FilmG; agus
- A’ planadh agus a’ lìbhrigeadh prìomh thachartas foillseachaidh airson BBC ALBA (mar as trice foillseachadh clàr an fhoghair) agus aon tachartas airson luchd-ùidh MG ALBA.

Na sùileachaidhean bho àrdachadh phrògraman BBC ALBA:

- A bhith mar am prìomh sheanail libhrigidh airson teachdaireachdan foillseachaidh BBC ALBA fhaighinn chun nam meadhanan nàiseanta agus ionadail;
- A bhith mar am prìomh chomhairlich a thaobh susbaint air na meadhanan sòisealta;
- A bhith a’ co-òrdanachadh gnìomhan foillseachadh phrògraman leis an riochdaire gus dùblachadh a sheachnadh agus gus a’ bhuidhe as motha fhaighinn;
- Tuigse a bhith agaibh air sruth-obrach na seanail agus a bhith ag obair gu sgiobalta, a’ seachnadh dùblachadh;

- A bhith a’ cleachdadh nan stuthan foillseachaidh mar dreach bhrathan-naidheachd ann an Gàidhlig agus Beurla, dealbhan, cliopan msaa, a gheibhear bho na riochdairean mar phàirt de na stuthan libhrigidh aca agus comhairle a thoirt do riochdairean ma dh’fheumar, gus a dhèanamh comasach dhaibh na stuthan cearta a libhrigeadh chun na h-inbhe agaibhse;
- A bhith a’ dèanamh cinnteach gu bheil na meadhanan is na meadhanan sòisealta a’ faighinn sruthan fiosrachaidh gu cunbhalach agus ann an ùine iomchaidh gus an fheum as fheàrr a dhèanamh dheth, gu bheil e àrd ìre agus air a chleachdadh leis na meadhanan is na meadhanan sòisealta gu cunbhalach;
- A’ sìor coimhead ri dè tha ag obair agus dè nach eil gus na ro-innleachdan atharrachadh mar a bhios feumail; agus
- A bhith a’ cur fòcas air a bhith a’ faighinn teachdaireachdan foillseachaidh phrògraman chun luchd-amhairc nàiseanta Beurla ach a bhith a’ toirt taic nuair a bhios sin comasach le prògram MG ALBA a bhith a’ faighinn chun luchd-amhairc Gàidhlig.

Cha bhi sinn a’ sùileachadh gum bi sibh a’ dèanamh obair a bu chòir a bhith air a dhèanamh in-thaigh no le riochdairean. Mar eisimpleir, cha bu chòir gu feumadh sibh brathan-naidheachd a sgrìobhadh no prògraman slàn a choimhead oir tha an riochdaire a-cheana fo chùmhnannt dreach bhrathan-naidheachd agus dealbhan a chruthachadh agus a libhrigeadh. An aon uair a bhios feum air stuthan a chruthachadh ’s ann nuair a tha iomairtean sònraichte a’ dol no airson cothroman sònraichte airson foillseachadh.

Uallach tide agus luchd-obrach

Tha MG ALBA an dùil gum faighear conaltradh cunbhalach le eòlaichean fiosraichte aig àrd ìre airson conaltradh na buidhne a phlanadh ann an dòigh ro-innleachdail agus airson dèiligeadh le gnothaichean ag èirigh.

Bu chòir do sholaraidhean an tagraidhean a chur air adhart stèidhichte air an tomhas gum feumar taic luchd-obrach airson 1.5 latha sa bhitheantas san t-seachdain.

Cùmhnannt 2: Ro-innleachd Conaltraidh

Togail mothachadh mun Ghàidhlig is na meadhanan Gàidhlig aig ìre poileasaidh poblach, nam meadhanan is luchd-ùidh ann an Alba agus san RA.

An raon obrach

- A’ toirt taic agus comhairle do MG ALBA agus com-pàirtichean ann a bhith a’ togail mothachadh agus inbhe na Gàidhlig, agus ùidhean nam meadhanan Gàidhlig a riochdachadh agus adhartachadh, aig ìre poileasaidh poblach, meadhanan agus luchd-ùidh ann an Alba agus san RA

Prìomh Ghnìomhan agus Uallaichean Sònraichte

- A’ tabhann comhairle ro-innleachdail do dh’àrd-stiùirichean;
- A’ sònrachadh prìomh chàirdeasan leis na meadhanan agus luchd-ùidh poiliteigeach gus cothroman inntigidh a dhèanamh comasach;
- A bhith a’ sgrùdadh agus a’ cur ri planadh dhàimhean MG ALBA;
- Ag ùghdarrasach agus/no a’ dèanamh lèirmheas air prìomh chonaltraidhean mar a bhios feumail.

’S e **Ar Run** a bhith a’ gealltainn spionnadh agus brosnachadh a thoirt tron Ghàidhlig agus tro na meadhanan.

Cuidichidh sibh le bhith a’ stiùireadh ar dol an sàs aig an ìre as àirde ann an Alba agus san RA, a’ toirt comhairle dhuinn mun chonaltradh ro-innleachdail againn agus ar dol an sàs.

Bidh sibh sàr fhiosrachail mu BhBC ALBA agus MG ALBA agus bidh deagh mheas aig proifeiseantaich eile sna meadhanan agus luchd-ùidh annaibh fèin/ ur sgioba.

Obraichidh sibh gu dlùth le àrd-stiùirichean gus ro-innleachdan a phlanadh agus bidh e comasach dhuibh comhairle a thoirt dhan Cathraiche agus dhan Bhòrd an uair a bhios sin feumail. Obraichidh sibh mar a bhios feumail le ar sgioba conaltraidh in-thaigh.

Prìomh shùileachaidhean:

- Aon là sa mhìos co-dhiù a’ planadh agus a’ dèanamh lèirmheas, le grunnan phrìomh nithean air an stiùireadh leibh fhèin agus feadhainn eile leis an sgioba stiùiridh
- 4 – 6 là sa bhliadhna a’ frithealadh thachartasan no a’ tabhann comhairle

Cha leig sibh a leas sgrùdadh a dhèanamh air na meadhanan gach là no stuthan conaltraidh a chruthachadh gach là.

MG ALBA - Invitation to Tender

About MG ALBA

MG ALBA funds and operates BBC ALBA in partnership with the BBC. Details of the remit of MG ALBA and the partnership with the BBC can be found at www.mgalba.com.

Services

Applications are invited from service providers with the expertise and knowledge to provide the following services for period of 2 years commencing 01 April 2017, with a one-year option to extend at the discretion of MG ALBA and with the agreement of both parties.

MG ALBA invites separate tenders for the services set out below. Service providers may bid for both or for one only.

Contract 1: Promotion and Publicity

Promoting awareness of BBC ALBA, FilmG and LearnGaelic to potential audiences and users in Scotland.

Contract 2: Strategic Communications Advisory

Building awareness and status of Gaelic and Gaelic media at public policy, media and stakeholder level in Scotland and the UK

Full details are provided on the following pages.

Proposals

Proposals should be no more than 3 pages, not including cost breakdown or credentials. They should set out the proposed approach to the job, the personnel and expertise to be applied to the engagement, and the proposed time commitment.

Proposals must be submitted by **2pm on Friday 10 March 2017**. Proposals received after this deadline may not be considered. Proposals must be submitted by email to procurement@mgalba.com. An automated receipt will be generated. A decision will be made by 31st March 2017 and companies may be asked to attend meetings before that date to discuss their bid.

Decision criteria

The decision to award any contract(s) will be made in accordance with MG ALBA's Financial Regulations and Procurement Policy and Scheme of Tendering. The award will be based on **Best Value**, which means the optimum combination of whole life cost and quality (or fitness for purpose) to meet MG ALBA's requirements. MG ALBA *may* take into consideration synergies and efficiencies that might be delivered by a single service provider for both engagements, or alternative *may* place greater value on the distinctiveness of separate service providers for each engagement. MG ALBA reserves the right not to award a contract.

Decisions will be based on the following criteria:

- Demonstrable understanding of requirements, and clarity, appropriateness and appeal of proposals (60%)
- Value-for-money, including price, synergies with producers, channel team and other service providers (25%)
- Expertise, track record and credentials of team across relevant competencies (15%)

If two or more applicants score within 5% of the other, preference will be given to the application which demonstrates the best commitment to usage or development of Gaelic or Gaelic-speaking professional in execution of the contract.

MG ALBA has set aside £25k for each service.

In the event of any queries about the tendering procedure, applicants should contact:

Neil M. Graham,
Director of Finance
MG ALBA
Seaforth Road
Stornoway
HS1 2SD
01851 705550

Contract 1: Promotion and Publicity

Promoting awareness of BBC ALBA, FilmG and LearnGaelic to potential audiences and users in Scotland.

The role

- Promote awareness of BBC ALBA, in all media, including advising re social, to potential viewers in Scotland throughout the year through regular media briefings, media releases and planned campaigns.
- Create and distribute publicity materials for FilmG, LearnGaelic and other projects as required

Key tasks and deliverables

Senior executive level

- Advise on key promotion strategies; and
- Regularly assess implementation and impact of promotion strategies and adjust or remedy accordingly.

Specialist Staff level

- With senior BBC ALBA executives regularly plan channel promotion priorities for the channel's national audience (Gaelic and English speakers) from point of commission;
- Finish and distribute (three times per week) programme promotional materials for national, regional and other press, including media releases, video and stills, resulting in high quality media coverage of programmes and promotion of broadcast schedule;
- Advise re social media promotion of all programmes;
- Author programme promotional materials for significant campaigns, and place features and channel listings in newspapers;
- Support in-house team to reach Gaelic-speaking viewers through local press, events, social media etc.

How we would like to work with you

Our Mission is to inspire and encourage through Gaelic and through media.

We will want you to concentrate on maintaining and developing Scotland-wide awareness of BBC ALBA and its programme offerings. You will be the driving force for the press and digital media promotion of the channel and its programming to non-Gaelic speakers in Scotland. You will also advise on the social media promotion of channel content.

You will therefore be knowledgeable about BBC ALBA and you and your team will be held in high regard by other media professionals and by stakeholders.

You will work closely with senior executives to plan strategies, from the point of commission, and you will have the *gravitas* to advise the Board when required. You, or your team, will also build good working relationships with programme producers, with BBC Scotland's PR team and with the channel's scheduling, presentation and commissioning teams. Finally, you will support as required our in-house communications team whose focus is on engagement with the core Gaelic audience.

Key expectations:

- Quarterly meeting with Chief Executive and/or senior team and senior level attendance at events at which key stakeholders are represented;
- Quarterly editorial team meeting to agree key BBC ALBA, LearnGaelic and FilmG promotion priorities and fortnightly activity planning meeting;
- Promotional output to media outlets 2/3 times per week for BBC ALBA and 4 times per year LearnGaelic / FilmG; and
- Planning and delivery of one major BBC ALBA promotional event (normally autumn schedule launch) and one MG ALBA stakeholder event.

BBC ALBA programme promotion expectations:

- Be the key delivery channel for BBC ALBA promotional messages to national, regional and other press;
- Be the key adviser re social media promotion of content;
- Co-ordinate programme promotion activities from point of commission with the producer so there is no duplication of effort and so that maximum impact is obtained;
- Understand channel workflows and work smartly, avoiding duplication of effort;
- Use the promotional materials such as draft media releases in Gaelic and English, video, stills, etc. created by producers as part of their contracted programme deliverables and if necessary provide guidance to producers so that they are able to fulfil this requirement to your standards;
- Ensure that the supply of information to media outlets and on social media is regular, is timetabled for maximum effectiveness, is consistently of a high quality and is regularly picked up by the press and social media;
- Continually assess what is working and what is not and to adjust strategies as required; and
- Focus on getting programme promotion messages to the English-language national audience, but to support when possible MG ALBA's programme of engagement with the core Gaelic speaking audience.

We will not expect you to carry out work that should be undertaken in-house or by producers. For example, you should not ordinarily need to author media releases from scratch or view entire programmes as the producer will already be contracted to create and deliver promotional videos, clips and draft media releases for every programme. The exception will be for specific campaigns or where there are one-off opportunities for publicity.

Time and resource commitment

MG ALBA expects regular access to senior level expertise and experience in order to plan in a strategic manner and respond quickly to unexpected events.

Applicants should propose on the basis that staff resource will be required for an average of 1.5 days per week.

Contact 2: Strategic Communications Advisory

Building awareness and status of Gaelic and Gaelic media at public policy, media and stakeholder level in Scotland and the UK

The role

- Assist and advise MG ALBA and partners in building awareness and status of Gaelic, and to represent and advance Gaelic media interests, at public policy, media and stakeholder level in Scotland and the UK

Key tasks and deliverables

- Provide strategic advice to senior management;
- Identify key relationships with media and political stakeholders and enable access;
- Regularly review and contribute to MG ALBA engagement planning;
- Author and / or review key communications as required.

Our Mission is to inspire and encourage through Gaelic and through media.

You will help drive our highest level engagement in Scotland and the UK, advising us on our strategic communications and engagement.

You will be highly knowledgeable about BBC ALBA and MG ALBA and you / your team will be held in high regard by other media professionals and by stakeholders.

You will work closely with senior executives to plan strategies and you will have the *gravitas* to advise the Chair and Board when required. You will work as required with our in-house communications.

Key expectations:

- At least one day per month planning and review time, with several key actions driven by you, others by the executive team
- 4 – 6 days per year of attendance at events or provision of bespoke advice

You will not need to provide daily media monitoring or to author regular communications materials.

Paipear Taic - Appendix

BBC ALBA programme promotion – Service Provider intervention areas noted in **Red**

