

JOB DESCRIPTION

Job Title	Communications Manager	Grade	D4	Weekly Hours	37
Objective	To ensure the effective engagement of MG ALBA with the people and communities we serve, making significant progress on achieving, with partners, a national consensus on the positive value of Gaelic and Gaelic media and, with partners, to ensure maximum exposure of and engagement with Gaelic media content and brands.				
Accountable to	Chief Executive				
Responsible for	<ul style="list-style-type: none"> • Budgets (as agreed) • Curation of promotional media and materials • Contact management resources 				
Working relationships	<p>The post holder also delivers to the Director of Strategy & Partnerships and works closely with the BBC ALBA Head of Service.</p> <p>The post holder must have excellent internal working relationships with the Scheduling Manager, the Presentation Manager, the Business Affairs Manager, the Gaelic and Corporate Affairs Manager and other colleagues, and be able to work effectively and efficiently with external advisers, BBC colleagues, stakeholders and media.</p>				
Key result areas	<p>The post encompasses two types of activity: (1) co-ordination and management; (2) authorship and delivery.</p> <p>The post holder ensures that:</p> <ul style="list-style-type: none"> • MG ALBA's communications with all of its stakeholders are timely, of a consistently high standard and in keeping with the organisation's values: <ul style="list-style-type: none"> ○ Our audience is our inspiration ○ We strive always to achieve excellence in our work ○ We treat everyone with fairness, openness and integrity ○ We respect and support one another ○ Teamwork and partnership are at the heart of what we do ○ MG ALBA puts the audience first • the organisation's impact as a media enterprise committed to the ambitious and strategic development of Gaelic media (Leirsinn 2021) and as a Gaelic organisation contributing to the revitalisation of Gaelic is maintained and improved; 				

	<ul style="list-style-type: none"> • organisation, partners, communities and individuals share success stories and build up effective networks of champions and supporters across the country and across organisations; • the promotional resources available to Gaelic media are effectively co-ordinated; • that forward planning of critical media moments is effectively co-ordinated • the resources of the organisation and partners are harnessed so as to respond to emerging issues promptly and effectively in the public domain; • technology is used effectively as communications and management tools; and • staff and board enjoy high levels of visibility and awareness of things that matter to them.
<p>Key tasks</p>	<p>The post holder must fulfil the following:</p> <ul style="list-style-type: none"> • Manage and, with colleagues and partners, implement the strategic communications plan; • Convey corporate communications messages, informed by Strategic Communications Plan; • Plan, manage, and ensure delivery and curation of Gaelic media promotional materials primarily for BBC ALBA, FilmG and LearnGaelic; • Coordinate BBC ALBA content promotion activities, liaising with BBC ALBA Head of Service; • Promote channel content to local press and media outlets; • Create high quality written materials for web, social media, print, Annual Report etc.; • Prepare presentations and briefings for CEO and directors; • Speak with high impact in private and public domains on behalf of MG ALBA and as ambassador for Gaelic media • Build up a productive network of contacts, creating frequent opportunities for self, CEO and/or directors to engage with external influencers • deliver quarterly reports to management • Create / manage an effective software solution for relationship management.
<p>Core skills</p>	<ul style="list-style-type: none"> • Relevant qualifications and / or experience; • Excellent interpersonal and communication skills (oral and written) in both Gaelic and English; • Good analytical skills, able put complex and nuanced arguments in simple but effective messages; • Ability to create high quality documents and presentations under pressure; • Good presentation and public speaking skills;

	<ul style="list-style-type: none"> • Able to manage own time and exercise good judgement in prioritising according to urgency and priority; • Strong team player, able to work consultatively and to manage upwards; • Excellent organisational and planning skills; • Ability to build and maintain excellent working relationships internally and externally; • Capable of working to tight deadlines and under pressure, possessing resilience but able to work simultaneously with calmness and energy; • Ability to anticipate issues in advance, providing solutions, recommendations and escalation in a timely manner; • High level of commitment to personal and professional development <p>Professional qualifications are desirable but not strictly necessary.</p> <p>Aptitude, attitude and a proven track record in communications and / or stakeholder engagement are essential.</p> <p>Professional experience in broadcasting may be an advantage, but is not essential.</p> <p>Personal and professional knowledge of, and commitment to, digital media communications (for example, social media) and tools (such as Word, PowerPoint and CRM solutions) will confer a distinct advantage, as will the ability to author messages in Gaelic.</p> <p>Research and proof-reading skills may be useful but are not essential.</p>
Time horizon	Permanent