JOB DESCRIPTION

<table>
<tr><th>Job Title</th><th>Oifigear Dhàimhean Didseatach LearnGaelic / LearnGaelic Digital Engagement Officer</th><th>Grade</th><th>C2</th><th>Weekly Hours</th><th>37</th></tr>
<tr><td>Objective</td><td colspan="5">Through the development and marketing of the LearnGaelic brand and by helping create an increasingly connected digital community, to (a) grow the number of those who are actively engaged with Gaelic learning, (b) grow the number of social media users who use LearnGaelic learning content and tools, and therefore (c) to support significant growth in the number of those who are learing Gaelic and (d) who progress to proficiency.</td></tr>
<tr><td>Reporting to</td><td colspan="5">• MG ALBA line manager</td></tr>
<tr><td>Responsible for</td><td colspan="5">• LearnGaelic Social Media channels
• Development and content creation / scheduling for social media
• LearnGaelic digital marketing strategy
• Representing LearnGaelic at events and conferences
• Digital networks of Gaelic learners
• Course-finder
• LearnGaelic website (deputy for LearnGaelic Editor as required)</td></tr>
<tr><td>Working with</td><td colspan="5">The post holder helps deliver the Gaelic Learning Strategy for adults (“Ar Slighe gu Fileantas”), and as such must work as a team with the LearnGaelic Editor, the BBC ALBA/Radio nan Gàidheal learning commissioners and the Manaidsear Ionnsachaidh (Learning Manager) appointed by partners to help deliver the Gaelic Learning Strategy at community level.

The post holder will be line managed within MG ALBA. The post holder will also be accountable to the MG ALBA Chief Executive.

The post holder must have excellent working relationships with the Director of Strategy & Partnerships, the Digital Hub Manager, the Communications Manager, the Gaelic and Corporate Affairs Manager and other colleagues, and be able to work effectively and efficiently with external stakeholders, digital learning creators and industry contacts.</td></tr>
<tr><td>Delivery</td><td colspan="5">The post-holder ensures:
• Strong year-round promotion of Gaelic learning to an agreed communications plan
• That the project creates growth in digital media engagement with Gaelic learning
• That there is growth in conversion rates from social media engagement to actual learning commitment (evidenced in “user stories”)
• He or she is highly visible, accessible and responsive to the digital learning community, and forms productive and inspirational relationships with providers of information and data (e.g. course providers, community learning initiatives) and with peers in other bodies and in similar projects in Scotland and internationally</td></tr>
<tr><td>Key tasks</td><td colspan="5">• Author and manage a Digital Marketing Strategy for the LearnGaelic product and brand
• In conjunction with LearnGaelic team members, support and implement a digital communications plan for LearnGaelic both on and off-line (e.g. at events)
• Ensure that the appropriate LearnGaelic social media platforms are in place and optimised for ensuring maximum reach and performance
• In liaison with the LearnGaelic Editor, develop and publish social media content and measure impact on the LearnGaelic website using analytic tools</td></tr>
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	• Report on the performance of the LearnGaelic social media channels using the appropriate analytic tools and products • In liaison with the Manaidsear Ionnsachaidh (Learning Manager), ensure that the LearnGaelic social media channels are meeting and delivering to the approved learning outcomes • Represent the LearnGaelic project team at events, meetings and conferences • Prepare presentations and reports for the LearnGaelic Project team and the MG ALBA Senior Management • Build up a network of contacts with industry professionals and influencers related to the success and future legacy of the LearnGaelic Project, Brand and Products • Ensure high quality and accurate information about course and tutor availability and suitability is available to users of LearnGaelic
Core skills	***Essential*** • Relevant qualifications and / or previous digital / social media experience • Instinctive communicator, interpersonally and through social media • Excellent interpersonal and communication skills (oral and written) in both Gaelic and English • Strong technical skills in relation to social media content & plans, development practices, tools and online apps • Ability to create high quality documents and presentations for reporting purposes ***Desirable*** • Ability to represent the organisation well at external events and liaising with stakeholders • Able to project manage own time and work remotely • 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 • Ability to anticipate issues in advance, providing solutions, recommendations and escalation in a timely manner • High level of commitment to personal and professional development Professional qualifications are desirable but not essential. Aptitude, attitude and a proven track record in both language skills and social media management are essential. The postholder is the face of LearnGaelic, leading on communications, taking part in events and engaging with individuals (aged 16+) to create digital learning communities. The post holder must be able to demonstrate a passion and commitment to the overall success of the project.
Contract	Permanent

<u>**TUAIRISGEUL OBRACH**</u>

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<tr><th>Tiotal na h-Obrach</th><th>Oifigear Dhàimhean Didseatach LearnGaelic</th><th>Ìre</th><th>C2</th><th>Uairean san t-Seachdain</th><th>37</th></tr>
<tr><td>Amas</td><td colspan="5">Tro leasachadh agus margaidheachd brannd LearnGaelic agus tro bhith a’ cuideachadh le bhith a’ cruthachadh coimhearsnachd didseatach a’ sìor fhàs làn-cheangailte (a) fàs a thoirt air àireamh luchd-ionnsachaidh na Gàidhlig a tha gu gnìomhach an sàs ann an ionnsachadh, (b) fàs a thoirt air àireamh cleachdaidh nam meadhanan sòisealta a tha a’ cleachdadh susbaint agus goireasan LearnGaelic agus mar sin (c) a’ taiceachadh fàs brìgheil san àireamh a tha ag ionnsachadh na Gàidhlig agus (d) a tha a’ leantainn air adhart gu fileantas.</td></tr>
<tr><td>Cunntachail do</td><td colspan="5">Manaidsear-loidhne MG ALBA</td></tr>
<tr><td>Uallach airson</td><td colspan="5">Seanailean Meadhanan Sòisealta LearnGaelic
Leasachadh agus cruthachadh susbaint / a’ cur clàr-ama iomchaidh mu choinneimh nam meadhanan sòisealta
Ro-innleachd margaidheachd dhidseatach LearnGaelic
A’ riochdachadh LearnGaelic aig tachartasan agus co-labhairtean
Dàimhean didseatach le coimhearsnachd luchd-ionnsachaidh
Goireas “Course-finder”
Làrach-lìn LearnGaelic (Leas-dheasaiche làrach-lìn LearnGaelic nuair a bhios feum)</td></tr>
<tr><td>Càirdeasan obrach</td><td colspan="5"> Bidh an neach a’ cuideachadh le bhith a’ libhrigeadh Ro-innleachd Ionnsachadh Gàidhlig airson Inbhich (“Ar Slighe gu Fileantas”), agus mar sin feumaidh an neach obrachadh mar phàirt de sgioba le Deasaiche LearnGaelic, luchd-coimiseanaidh ionnsachaidh BBC ALBA/Radio nan Gàidheal agus Manaidsear Ionnsachaidh a bhios air a chur an sàs le com-pàirtichean gus cuideachadh le bhith a’ libhrigeadh an Ro-innleachd aig ìre coimhearsnachd. ’S e manaidsear-loidhne taobh a-staigh MG ALBA a bhios aig an neach agus bidh an neach cuideachd cunntachail do dh’Àrd-Oifigear MG ALBA. Feumaidh dàimhean-obrach air leth a bhith aig an neach le Stiùiriche Ro-innleachd is Co-bhanntachd, Manaidsear an Aonaid Dhidseataich, am Manaidsear Conaltraidh, Manaidsear Gàidhlig & Gnothaichean Corporra agus co-obraichean eile, agus comas a bhith aige/aice obrachadh gu h-èifeachdach le luchd-ùidh bhon taobh a-muigh, luchd-cruthachaidh ionnsachaidh dhidseataich agus co-obraichean sa ghnìomhachas. </td></tr>
<tr><td>Prìomh raointean toraidh</td><td colspan="5"> Bidh an neach san dreuchd a’ dèanamh cinnteach gu bheil: brosnachadh-aithne làidir agus cunbhalach ann tron bhliadhna a rèir plana conaltraidh aontaichte
am pròiseact a’ cruthachadh fàs eadar a’ choimhearsnachd dhidseatach agus ionnsachadh na Gàidhlig
fàs ann an atharrachadh bho chleachdadh nam meadhanan sòisealta gu ionnsachadh ann an da-rìribh (a bhios ri fhaicinn ann an sgeulachdan luchd-cleachdaidh)
an neach aig cridhe agus mar aodann LearnGaelic, ruigsinneach agus freagairteach ris a’ choimhearsnachd ionnsachaidh dhidseataich, agus a’ treòrachadh dhàimhean brosnachail le luchd-solair fiosrachaidh agus dàta (me, luchd-solar chùrsaichean, iomairtean ionnsachaidh coimhearsnachd) agus le co-obraichean ann am buidhnean eile agus ann am pròiseactan coltach ri seo ann an Alba agus gu h-eadar-nàiseanta</td></tr>
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Prìomh ghnìomhan	• Sgrìobh agus cùm rian air Ro-innleachd Margaidheachd Dhidseatach airson toradh agus brannd LearnGaelic • Ann an co-bhonn ri sgioba LearnGaelic, cuir taic ri agus cuir an sàs plana conaltraidh didseatach airson LearnGaelic an dà chuid air-loidhne agus far-loidhne (me aig tachartasan) • Dèan cinnteach gu bheil ùrlaran meadhanan sòisealta iomchaidh an sàs agus air an toirt air adhart gus an ruigse agus an dèanadas as fheàrr a choileanadh • Ann an co-bhonn le Deasaiche LearnGaelic, leasaich agus foillsich susbaint nam meadhanan sòisealta agus dèan tomhas air buaidh air làrach-lìn LearnGaelic le bhith a' cleachdadh ghoireasan anailiseach • Dèan aithris air dèanadas meadhanan sòisealta LearnGaelic le bhith a' cleachdadh ghoireasan anailiseach • Ann an co-bhonn leis a' Mhanaidsear Ionnsachaidh, dèan cinnteach gu bheil meadhanan sòisealta LearnGaelic a' coileanadh agus a' lìbhrigeadh a rèir toraidhean ionnsachaidh aontaichte • Riochdaich sgioba phròiseict LearnGaelic aig tachartasan, coinneamhan agus co-labhairtean • Deasaich taisbeanaidhean agus aithisgean airson sgioba phròiseict LearnGaelic agus airson Sgioba Àrd-stiùiridh MG ALBA • Tog lionraidhean le proifeiseantaich a' ghnìomhachais agus iadsan aig a bheil buaidh agus a tha buailteach cur ri soirbheas agus dìleab a' phròiseict, brannd agus susbaint LearnGaelic na h-ama ri teachd • Dèan cinnteach gu bheil fior dheagh fhiosrachadh a tha ceart mu chùrsaichean agus oidean-ionnsachaidh ri fhaotainn airson luchd-cleachdaidh LearnGaelic
Bun-sgilean	***Riatanach*** • Teisteanasan iomchaidh agus/ no eòlas obrach ann an gnothaichean didseatach/ meadhanan sòisealta • Dòigh nàdarrach ann a bhith a' conaltradh ri daoine, gu pearsanta agus tro na meadhanan sòisealta • Sgilean eadar-phearsanta agus conaltraidh air leth (labhairt agus sgrìobhadh) gach cuid ann an Gàidhlig agus Beurla • Sgilean teicnigeach làidir ann an co-theacsa susbaint agus planaichean meadhanan sòisealta, dòighean-obrach leasachaidh, goireasan agus apps air-loidhne • Comas sgrìobhainnean agus taisbeanaidhean aig àrd ìre a chruthachadh ***Miannaichte*** • Comas am buidheann a riochdachadh gu math aig tachartasan air an taobh a-muigh agus comas ceangal a thogail le luchd-uidhe • Comas a bhith a' rianachd uairean-obrach agus beatha-obrach • Comas a bhith ag obair gu làidir ann an sgioba, comas a bhith ag obair le daoine eile agus a bhith a' manaidseadh suas • Sgilean rianachd agus planadh air leth • Comas a bhith a' togail and a' cumail suas dàimhean-obrach air leth taobh a-staigh agus taobh a-muigh na buidhne • Comas a bhith adhartach ann a bhith a' faicinn cùisean a b' urrainn a dhol ceàrr, a' libhrigeadh dòighean-fuasglaidh, molaidhean agus an toirt gu aire ann an ùine iomchaidh • Dealas aig àrd ìre a thaobh leasachadh pearsanta agus proifeiseanta

	Tha teisteanas proifeiseanta mionnaichte ach chan eil riatanach. Tha deasachd, comas agus eachdraidh dhearbhaichte ann an sgilean cànain agus ann am manaidseadh nam meadhanan sòisealta riatanach. Bidh an neach seo mar "aodann" LearnGaelic, an neach a bhios a' treòrachadh conaltradh, a' gabhail pàirt ann agus a' cur an gnìomh thachartasan agus iomairtean a brosnaicheas inbhe na Gàidhlig agus a stiùireas dhaoine aois 16+ gu ionnsachadh na Gàidhlig ann an coimhearsnachdan agus gu didseatach. Feumaidh an neach a bhith comasach sealltainn gu bheil miann agus dealas aige/aice a thaobh soirbheas na pròiseict san fharsaingeachd.
Fad na dreuchd	Maireannach