

## **JOB DESCRIPTION & APPLICATION PACK**



<b>Post</b>	Digital Media Trainee
Reporting To	Operations Manager (Resources)
Office Base	Stornoway
Closing Date for all Applications	26 November 2021, 12pm
Interviews	6 December 2021 MS Teams

11 November 2021

Dear Applicant

**APPLICATION FOR EMPLOYMENT – Digital Media Trainee**

Thank you for your interest in applying for our Digital Media Trainee post.

We are looking for someone who is committed to developing their career in the multimedia sector, with a positive approach to work, good communication and interpersonal skills and a passion to learn through workplace experience. The postholder will participate in a Modern Apprenticeship Programme certified to SCQF Level 7. In addition to the Modern Apprenticeship, an MG ALBA bespoke programme of training covering the entire workflow for broadcast & multiplatform programmes received by MG ALBA will be delivered over a 2-year period.

We have pleasure in enclosing this application pack for this vacancy.

To apply, please submit a covering letter and your CV detailing your skills, knowledge and capabilities, paying particular attention to the Job Description and Person Specification requirements. We welcome hearing about your competency and experiences from both employed and voluntary roles. If you would like an informal discussion on any of these roles, please contact Claire Macleod, HR Adviser on [hr@mgalba.com](mailto:hr@mgalba.com) and we will arrange for a call at a mutually convenient time.

You should submit your application by **12pm on Friday 26 November 2021** to [hr@mgalba.com](mailto:hr@mgalba.com). Any applications received after this date unfortunately cannot be considered.

Interviews will be held on Monday 6 December 2021.

Le dùrachd



**Donald Campbell**  
CEO

## ABOUT US

### Who We Are

MG ALBA, Scotland's Gaelic Media Service, operates the Gaelic multiplatform media service **BBC ALBA** in partnership with the BBC. We are also responsible for [FilmG](#), [LearnGaelic](#) and [SpeakGaelic](#) in partnership with other bodies.

Our [Operational Plan for 2021/22](#) contains important information about our aims and objectives for the previous year.

### Where We Are

We are based in Stornoway, with a presence in Glasgow and Inverness.

### Our Staff & Board

We employ 43 [staff](#) and have a [Board](#) of 9 members.



### Working Environment

We work with an honest, open, interactive and collaborative approach. Everyone in our team is treated as an equal whose opinion counts. We all share as much information as possible so that all colleagues know how we are performing, how we all contribute to that and how we can be even better at what we do.



We are also proud to have achieved external accreditation including; listing on the *Broadcast Best Places to Work in TV* for the past five awards, the Platinum Award by *Investors in People*, and the Gold Award for *Investors in Young People*. We are committed to ensuring the best health and wellbeing for our people and work with the *Healthy Working Lives Awards* to achieve this.

### Corporate Social Responsibilities

As an organisation, we are fully committed to our Corporate Social Responsibilities in a variety of ways including through our Environmental Policy, our Recruitment Policy and in-kind contributions to the community and charitable organisations. We regularly provide free of charge expertise and equipment to local fundraising events, charity balls, quiz evenings, awards ceremonies, and also assist with the production of charity promotional videos, coverage of charity sporting events, cultural and educational workshops and film/Mod events.

## **DIGITAL MEDIA TRAINEE POST**

### **Background**

Gaelic media, like all other media, is undergoing significant change. This is both challenging and energising.

This is an exciting opportunity for an enthusiastic learner to join the team at MG ALBA in the role of Digital Media Trainee. Based within our Operations Department, the postholder will gain work experience covering the entire workflow for broadcast & multiplatform programmes. The postholder will also gain comprehensive training and work experience across the departments.



### **People**

Our ideal applicant will possess these core qualities:

- Willingness to be part of a busy, dynamic and growing team
- Excellent interpersonal and communication skills
- A keen interest in the multimedia creative sector
- Be a strong team player
- Be motivated and a self-starter
- Willingness to commit to learning on the job, supported by professional development and external qualifications

### **The Role**

The Digital Media Trainee will report to the Operations Manager (Resources). Core elements of the role include:

- Supporting the work of the Operations Department in television production including camera work, video editing, motion graphics, colour grading, audio recording and mixing, quality control requirements, archiving and library systems and use of Microsoft Sharepoint.
- Supporting the work of the Digital Hub Team through Social Media Content Creation and Scheduling
- Supporting projects and industry events

## Our Values

Our values are the key principles that guide the work we do. They determine our priorities and underpin the way we operate in all that we do.

### **Creativity**

- We enable the creation of high-quality Gaelic content

### **Audience**

- We are informed and inspired by our audience

### **Ambition**

- We strive for and deliver excellence

### **Partnership**

- We achieve through collaboration

### **Respect**

- We listen; we encourage; we are fair

## **APPLICATION INFORMATION**

### **Key Dates**

Applications Open	11 November 2021
Closing Date	26 November 2021, 12pm
Interviews	6 December 2021

### **Selection Process**

The selection process is outlined in the [MG ALBA Recruitment Policy](#).

### **Selection Panel**

Operations Manager (Resources) and Director of Strategy & External Affairs, supported by the HR Adviser.

### **Equal Opportunities Monitoring**

We are an equal opportunities employer and conduct monitoring on all recruitment and employment data. Please complete the enclosed monitoring form which is in line with current GDPR legislation.

### **Disabled Applicants**

Applications from disabled applicants are welcome and we participate in the Guaranteed Job Interview Scheme for applicants self-assessed as having a disability and who meet the minimum essential criteria for a job vacancy and to consider them on their abilities.

### **Referees**

2 referees will be required to be contacted upon acceptance of a conditional offer of employment. We will not contact referees without your consent.

### **Relationship to Board Member / Officer / Conflict of Interest**

Relationships to board or staff members, or any actual or perceived conflicts of interest should be disclosed in the application.

### **GDPR**

Personal data contained with your job application will be processed, retained and archived/destroyed in line with [MG ALBA's Privacy Notice](#).

## **MAIN TERMS AND CONDITIONS OF EMPLOYMENT SUMMARY**

<b>Grade</b>	Grade A1-4
<b>Salary</b>	£18,013 - £19,702 per annum (based on 6 monthly performance/objective reviews)
<b>Annual Leave</b>	25 days + 12 days public holiday
<b>Pension</b>	Defined Contribution Pension Scheme, MG ALBA contributes 10% of the basic annual salary, rising to 15% if the employee makes a contribution of 5%
<b>Death in Service</b>	4 x Annual Salary
<b>Other Benefits</b>	To encourage healthy lifestyles we offer a paid gym membership. We have family friendly & flexible working practices and offer a cycle to work scheme

### **Occupational Sick Pay Scheme**

Up to two years' service	1-month full pay and 1 month half pay, in a rolling 12-month period
After 2 years' service	2 months' full pay/2 months' half pay in a rolling 12-month period
After 3 to 4 years' service	3 months' full pay/3 months' half pay in a rolling 12-month period
After 5 years' service	4 months' full pay/4 months' half pay in a rolling 12-month period

### **Learning & Development**

Each employee is required to have a Learning and Development plan which will enable them to become more effective in their job and fulfill their annual job objectives. Professional qualifications are encouraged.

### **Gaelic**

Gaelic is the working language of MG ALBA. This post requires a strong level of proficiency in the language. Support will be given to all candidates who wish to further develop their engagement with Gaelic.

### **Further Information**

For an informal discussion about any aspect of this role please contact [hr@mgalba.com](mailto:hr@mgalba.com) and we will arrange for a call at a mutually convenient time.

## JOB DESCRIPTION

Job Title	Digital Media Trainee	Grade	A	Weekly Hours	37
<b>Objective</b>	Traineeship covering all aspects of broadcast and multiplatform workflows. The Digital Media Trainee will also complete a Modern Apprenticeship to SVQ Level 7 through workplace learning, vocational experience and skills assessment.				
<b>Accountable to</b>	Operations Manager (Resources)				
<b>Responsible for</b>	<p>The Digital Media Trainee position will be for a period of 2 years and will provide comprehensive training and work experience covering the entire workflow for broadcast and multiplatform programmes received by MG ALBA.</p> <p>The Digital Media Trainee will be required to complete 7 mandatory modules and 5 optional modules to attain a Modern Apprenticeship to SVQ Level 7.</p> <p>The Digital Media Trainee will learn all aspects of broadcast and multiplatform operations. This will cover programme post-production, social media promotion for programming, programme scheduling and the engineering support for this workflow. The Digital Media Trainee will also take part in a bespoke MG ALBA industry media skills programme.</p>				
<b>Working relationships</b>	<ul style="list-style-type: none"> <li>Daily working relationship within the Operations Department</li> <li>Topic based placements within departments throughout the organisation</li> </ul>				
<b>Key result areas</b>	<ul style="list-style-type: none"> <li>All required tasks, learning outcomes and assessments to meet SVQ Assessor standards</li> <li>Completion of a Modern Apprenticeship to SVQ Level 7</li> <li>Supporting the work of the operations department in television production including camera work, video editing, motion graphics, colour grading, audio recording and mixing, quality control requirements, archiving and library systems and use of Microsoft Sharepoint.</li> <li>Supporting the work of the Digital Hub Team through Social Media Content Creation and Scheduling</li> <li>Supporting projects and industry events.</li> </ul>				
<b>Key tasks</b>	<ul style="list-style-type: none"> <li>To assist in the creating of graphics (using motion graphic software) for multimedia production.</li> <li>To support staff in all aspects of multimedia production including video and audio.</li> <li>To work co-operatively with the other members of the team to ensure production deadlines are met.</li> <li>Contribute new ideas during the production process.</li> <li>To liaise with other work colleagues and assessors who may have an input to the overall finished product.</li> <li>Keep up to date with current workflows within multimedia</li> <li>To work in a support function on projects such as SpeakGaelic; LearnGaelic; Digital Hub</li> <li>Commit enthusiastically to an accredited training programme.</li> <li>Commit to the use of Gaelic in the workplace.</li> </ul>				
<b>Risk</b>	<ul style="list-style-type: none"> <li>Under the MG ALBA Model of Risk Management, Risk is seen as everyone's business.</li> <li>All postholders, therefore, have a responsibly to consider risk at all times including a responsibility to report/discuss any risks, perceived risks, risk mitigations and/or issues to their Line Manager or any Corporate Risk Group members.</li> <li>Up to date monthly Risk Registers will be available to view on SharePoint and postholders are encouraged to read these on a regular basis.</li> <li>All postholders should be prepared to consider Risk at staff appraisals and/or job chat times.</li> </ul>				



<b>Core Skills</b>	<ul style="list-style-type: none"> <li>• Working on Computer or Tablet</li> <li>• Ability to work as part of a team</li> <li>• Ability to meet deadlines</li> <li>• Positive approach to work</li> <li>• Good communication and interpersonal skills</li> <li>• Good time keeping</li> <li>• National 5 English, Mathematics, Gaelic</li> <li>• Good level of IT literacy</li> <li>• Fluency in good spoken Gaelic (support given for written competency if required)</li> <li>• Demonstrable interest in a career in the media sector</li> </ul>
<b>Time horizon</b>	<p>Fixed Term – 2 years</p> <p>The Digital Media Trainee will be given support to secure available roles in the industry upon completion of their traineeship</p>

## **MG ALBA DIGITAL MEDIA TRAINEE**

### **Bespoke Training**

Based on 0.5 days per week, 50 days over two years (preferably in blocks) we will cover the following with the Trainee:

### **Studio & Production Engineering**

#### **Vision Principles**

- Picture and colour theory,
- Waveform & vector monitoring
- System Cameras & Vision Control
- Setting up camera channels,
- Camera line up using charts and waveform monitor,
- Matching cameras,
- Critical picture assessment

#### **Basic lighting concepts**

#### **Audio principles**

- Microphony
- Acoustics
- Loudness

#### **Audio Operations**

- Voice recording
- Audio consoles
- Auxiliary feeds
- PA Systems
- Clean feeds

#### **Communications systems**

- Configuring intercom systems
- Radio communications

### **Broadcast Engineering**

#### **Broadcast Systems Overview**

- CAR Router & Vision Mixer
- Distribution & Conversion
- Control Systems
- Signal & Power redundancy

#### **Electronics Overview**

- Basic amplifier circuits
- Balanced signals
- Galvanic & Optical isolation
- Impedance
- Soldering

## Networks Overview

- Basics of IP Networks
- WAN Connectivity

## Broadcast systems – in depth

- Vision Mixers
- Routers
- Camera channels
- System design
- Jackfields & Krone frames
- Tallies and on air control
- Automated file processing

## Troubleshooting

### Post-Production

For post-production the Digital Media Trainee will be taught the fundamentals of video and audio. This is to ensure they can recognise all the aspects of the various video and audio components they will be working with. This will enable them to use the correct workflows and how to handle different types of media files from ingesting, editing, colour management, video file compression settings to exporting finalised videos for viewing.

### Aspect Ratio

The Digital Media Trainee will learn about various screen and pixel shapes used in video for broadcast, on-line and social media.

### Codecs

The fundamentals of video and audio codecs will be explained along with the correct ones to use for the required final viewing requirements.

### Resolutions

The Digital Media Trainee will gain a full understanding the various resolutions used for broadcast TV, video production and on-line and social media viewing.

### Differences between Progressive & Interlaced footage

The Digital Media Trainee will gain important knowledge on distinguishing between these two video standards and which final viewing output determines which one should be used as well as how to convert between the two if required. There is a degree of 'getting one's eye in' which can only be mastered by fully understanding the theory and viewing over time.

### Audio Bit Rates & Sampling Frequencies

The Digital Media Trainee will learn the fundamentals and practical aspects of this area of audio for use in video production. There are very specific requirements, and it will be of benefit to be fully conversant in understanding what is required.

## **Social Media**

The Digital Media Trainee will learn the fundamentals of how to use social media in a business setting. From content creation to backend analytics, digital communication is becoming more and more important in the media sector. This will allow the Digital Media Trainee to gain an understanding and appreciation for how to best engage with audiences, stakeholders and partners with advertising, information sharing and content delivery.

### **Platforms and Audiences**

The Digital Media Trainee will learn about the segmentation of audiences and demographics across the various social media platforms used by MG ALBA. From the corporate environment of LinkedIn to the more irreverent Instagram each platform speaks to the audience in a different way and the specific 'voice' to be used must be planned.

### **Writing for Social Media**

With Twitter only allowing 280 characters, brevity is crucial but you have to be able to get your message across. This is also important when working with the short attention span of an Instagram or Facebook scroll – you need to draw in your audience. Working with primarily Gaelic also makes you have to consider how to write for a non-Gaelic audience and when a picture/graphic might be more suitable.

### **Content Creation**

Graphics, videos, imagery – this is what works best on social media – the Digital Media Trainee will learn to use content creation software like Canva and potentially the Adobe suites to create engaging and attractive social media content. Graphic design is making its way into every aspect of media work so it's great to learn the basics.

### **Analytics**

Was that a successful social media post? Until you see the metrics you don't know. Using the social media platform's analytics, we'll judge the content against our previous content to find out what works. What gets seen? What gets engagement? What gets ignored? We learn from the mistakes, and we'll improve to make sure our message gets across and our audience grows.