

JOB DESCRIPTION & APPLICATION PACK



Post	Corporate Communications Officer
Reporting To	Director of Strategy & External Affairs
Office Base	Stornoway
Closing Date for all Applications	Friday 8 April 2022, 12pm
Interviews	Tuesday 19 April 2022 - Stornoway Office

23 March 2022

Dear Applicant

APPLICATION FOR EMPLOYMENT – CORPORATE COMMUNICATIONS OFFICER

Thank you for your interest in applying for our Corporate Communications Officer post.

We are looking for someone who is an experienced marketing or events professional, with specific experience in communications, and managing projects, working with external events and partners. We are looking for candidates that have a positive attitude to work, excellent communication and interpersonal skills and an interest in working and learning about the broadcasting sector. Experience of working in the broadcasting sector may be an advantage, but is not essential. The ability to author messages in Gaelic is essential.

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 and we will arrange for a call at a mutually convenient time.

You should submit your application by 12pm on Friday 8 April 2022 to hr@mgalba.com. Any applications received after this date unfortunately cannot be considered.

Interviews will be held on Tuesday 19 April 2022.

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 and, in partnership with other bodies, [LearnGaelic](#) and [SpeakGaelic](#).

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 44 [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 six 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* and *Investors in People We Invest In*

Wellbeing 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.

CORPORATE COMMUNICATIONS OFFICER 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 experienced marketing / events professional to join the Communications Team at MG ALBA in the role of Corporate Communications Officer. Based within our Stornoway office, the postholder will contribute significantly to the delivery of corporate communications strategy alongside the Director of Strategy & External Affairs and supporting the Chief Executive, MG ALBA senior management, MG ALBA Board and across the wider MG ALBA teams.



People

Our ideal applicant will possess these core qualities:

- Relevant qualifications and/ or experience in media or communications
- Willingness to be part of a busy and dynamic team
- Excellent interpersonal and communication skills
- Be motivated and a self-starter
- Strong influencing and analytical skills
- Willingness to commit to learning on the job, supported by professional development and external qualifications

The Role

The Corporate Communications Officer will report to the Director of Strategy & External Affairs. Core elements of the role include:

- Manage and, with Director of Strategy & External Affairs, colleagues and partners, implement the corporate communications strategy
- Departmental support for the Director of Strategy & External Affairs
- Co-ordinate and ensure delivery of Gaelic media promotional materials as appropriate
- Create high quality written materials for web, social media, print, Annual Report etc.
- Prepare presentations and briefings for CEO and directors
- Build up a productive network of contacts, creating frequent opportunities for self, CEO and/or directors to engage with external influencers
- Deliver monthly progress reports against agreed objectives
- Create/manage an effective software solution for relationship management
- Update and automate existing communication systems
- Undertake stakeholder engagement with schools, students and visitors to MG ALBA
- Co-ordinate strategic projects for MG ALBA where required

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	23 March 2022
Closing Date	8 April 2022, 12pm
Interviews	19 April 2022

Selection Process

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

Selection Panel

Director of Strategy & External Affairs, Assistant Commissioner (Digital), 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

Grade	Grade C1
Salary	£26,795-£30,848 per annum
Annual Leave	25 days + 12 days public holiday
Pension	Defined Contribution Pension Scheme, MG ALBA contributes 10% of the basic annual salary, rising to 15% if the employee makes a contribution of 5%
Death in Service	4 x Annual Salary
Other Benefits	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 and we will arrange for a call at a mutually convenient time.

JOB DESCRIPTION

Job Title	Corporate Communications Officer	Grade	C1	Weekly Hours	37
Base	Stornoway	£26,795-£30,848 pa			
Objective	To support the effective delivery of the Corporate Communications Strategy at MG ALBA.				
Accountable to	Director of Strategy & External Affairs				
Responsible for	<ul style="list-style-type: none">Supporting the delivery of corporate communications strategy including:<ul style="list-style-type: none">Corporate Press & PR including media liaisonEvent planningStakeholder management and engagementCommunity liaison1. Co-ordinating MG ALBA events, campaigns, projects and strategies for communications related purposes.2. Departmental support for the Director of Strategy & External Affairs3. Project co-ordination for strategic MG ALBA projects4. Oversee corporate communication tools, including MG ALBA website, social media platforms, relationship management software and corporate design packages				
Working relationships	<p>The post holder will support the work of the Director of Strategy and External Affairs.</p> <p>They will have indirect relationships with the Chief Executive, MG ALBA senior management, MG ALBA Board and across the wider MG ALBA teams.</p> <p>The post holder must have excellent working relationships with MG ALBA stakeholders and external event and campaign partners as well as wider contacts in the industry sector.</p> <p>Where applicable, the post holder must work effectively with external organisations/agencies to facilitate the delivery of projects.</p>				
Key result areas	<p>The postholder:</p> <ul style="list-style-type: none">ensures delivery of the Corporate Communications Strategy, aligned to the Lèirsinn: A Route Map for Gaelic Media, to raise the profile of the organisation and our projects, outcomes and ambitions through events, promotional materials and stakeholder engagementensures that MG ALBA’s communications with all of its stakeholders are timely, of a consistently high standard and in keeping with the organisation’s values;the post holder will provide project and initiative support to the Director of Strategy & External Affairs.maintains and improves the organisation’s impact as a media enterprise committed to the ambitious and strategic development of Gaelic media and as a Gaelic organisation contributing to the revitalisation of Gaelic;ensures organisation, partners, communities and individuals share success stories and build up effective networks of champions and supporters across the country and across organisations;				

Key tasks	<ul style="list-style-type: none"> • Manage and, with Director of Strategy & External Affairs, colleagues and partners, implement the corporate communications strategy; • Departmental support for the Director of Strategy & External Affairs. • Co-ordinate and ensure delivery of Gaelic media promotional materials as appropriate. • Create high quality written materials for web, social media, print, Annual Report etc.; • Prepare presentations and briefings using agreed design software packages • Build up a productive network of contacts, creating frequent opportunities for self, CEO and/or directors to engage with external influencers; • Deliver monthly progress reports against agreed objectives; • Create/manage an effective software solution for relationship management. • Update and automate existing communication systems • Undertake stakeholder engagement with schools, students and visitors to MG ALBA. • Co-ordinate strategic projects for MG ALBA where required
Risk	<ul style="list-style-type: none"> • Under the MG ALBA Model of Risk Management, Risk is seen as everyone's business. • All postholders, therefore, have a responsibility 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. • Up to date monthly Risk Registers will be available to view on SharePoint and postholders are encouraged to read these on a regular basis. • All postholders should be prepared to consider Risk at staff appraisals and/or job chat times.
Core skills	<p>A positive, can-do attitude with a focus on people skills and teamwork are core to the success of this position. Other core skills include:</p> <ul style="list-style-type: none"> • Relevant qualifications and/ or experience in media or communications • Fluent Scottish Gaelic speaker • Availability to work flexibly and travel regularly to events • Strong IT skills and competency in the use of full suite of MS Office applications. Experience of Wordpress and Canva would be desirable • Able to manage own time and exercise good judgement in prioritising according to urgency and priority • Strong team player, able to work consultatively and across teams • Excellent organisational and planning skills • High level of commitment to personal and professional development
Time horizon	Permanent