

JOB DESCRIPTION & APPLICATION PACK



Post	Digital Engagement Officer
Reporting To	Brand Communications Manager
Office Base	Remote Working + Office bases Glasgow/Stornoway
Closing Date for all Applications	8 April 2022, 12pm
Interviews	21 April 2022 MS Teams

23 March 2022

Dear Applicant

APPLICATION FOR EMPLOYMENT – DIGITAL ENGAGEMENT OFFICER

Thank you for your interest in applying for this digital post working within our team. This post supports a number of initiatives MG ALBA is undertaking to take advantage of the opportunities arising with the fast pace of change in the media sector. We are looking for an individual who is fully committed to collaborative, digital-first work practices and to continued professional development.

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 by Teams call on Thursday 21 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.

DIGITAL ENGAGEMENT OFFICER POST

Background

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

This post works to strengthen the visibility of Gaelic digital content, primarily of independent content creators but also including that connected to MG ALBA, its associated brands, and MG ALBA partners.

The main objective of the post is to assist in the successful delivery and co-ordination of digital content initiatives, including Càrn, MG ALBA's social media project aimed at enhancing and developing the Gaelic digital community. The role will also include contributing to and supporting other digital content initiatives, eg, with community partners.



People

Our ideal applicants will possess these core qualities:

- Willingness to be part of a busy and dynamic team
- Excellent interpersonal and communication skills
- A keen interest in digital media, especially social media
- Be a strong team player
- Willingness to commit to learning on the job, supported by professional development and external qualifications

The Role

The Digital Engagement Officer will report to the Brand Communications Manager whilst implementing and delivering the Càrn MG ALBA social media project and other digital content initiatives. They will also assist in day-to-day social media operations for MG ALBA and will support the wider communications teams when required.

Core to the success of this position are a passion and competency for social media and an awareness of the existing Gaelic content creator environment.

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	21 April 2022

Selection Process

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

Selection Panel

Director of Multiplatform Content, Brands Communications Manager, 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 B1
Salary	£21,391-£25,444 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	Digital Engagement Officer	Grade	B1	Weekly Hours	37
Objective	<p>To assist in the successful delivery and co-ordination of digital content initiatives, including Càrn, MG ALBA's social media project aimed at enhancing and developing the Gaelic digital community. The role will also include contributing to and supporting other digital content initiatives, eg, with community partners.</p> <p>Càrn collects and re-presents published Gaelic digital materials, with the permission of the creators, on a unified brand on social media, creating greater overall awareness, engagement, and participation in Gaelic digital content.</p>				
Accountable to	Brand Communications Manager				
Responsible for	<ol style="list-style-type: none"> 1. Implementation, delivery, and ongoing co-ordination of the Carn MG ALBA social media project. 2. To assist in the successful delivery and co-ordination of other digital content initiatives, eg, with community partners. 3. Assisting in the growth of the Gaelic digital content creator environment. 4. Measuring social media project engagement. 5. Co-ordination of content creation and delivery for MG ALBA social media feeds. 6. Assisting the Communications and Content team with general duties where required. 				
Working relationships	<p>The post holder must develop and maintain excellent working relationships with Gaelic language content creators, MG ALBA stakeholders, Gaelic community organisations and the wider Gaelic digital community.</p> <p>The post holder will support the work of the Brands Communications Manager and Director of Multiplatform Content.</p> <p>They will work closely with the Assistant Commissioner, Digital and Digital Hub colleagues, Corporate Communications Officer, and digital co-ordinators for other MG ALBA associated brands.</p>				
Key result areas	<p>The postholder will be responsible for implementing Càrn, a MG ALBA social media project to aggregate and present Gaelic social media onto a unified social media brand aimed at showcasing the richness of Gaelic digital content.</p> <p>The brand will see sustained growth and positive engagement while also increasing engagement and awareness for existing Gaelic content creators; and encouraging and developing new content creators.</p> <p>The post holder will also be responsible for implementing other digital content initiatives, including with community partners, with metrics to be developed in partnership with community organisations.</p>				
Key tasks	<ul style="list-style-type: none"> • Deliver and co-ordinate the day-to-day operation of Càrn Content co-ordination • Deliver and monitor MG ALBA project social media feeds, including Càrn and any other digital content initiatives • Collecting analytics and collating reports regarding social media engagement. 				

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.
Time horizon	12 months fixed term with potential to extend.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications / Experience		Relevant qualifications and / or experience in social media, communications or marketing
Knowledge	Strong networks with the online Gaelic community and the wider Gaelic community	Proven knowledge and experience of working in Marketing and PR Experience social media content creation Working knowledge of social media analytics tools/platforms
Skills	Strong technical skills in relation to social media content & plans, development practices, tools and online apps Instinctive communicator, interpersonally and through social media Able to project manage own time and work remotely High level of commitment to personal and professional development Ability to build and maintain first class working relationships within MG ALBA and externally with clients, suppliers and partners Ability to use initiative and work unsupervised	Experience in cross team working and collaborative projects Ability to create engaging visual content Excellent interpersonal and communication skills (oral and written) in both Gaelic and English Availability to work flexibly Strong IT skills and competency in the use of full suite of MS Office applications
Language Requirement	Fluent Gaelic speaker	
Behavioural	Strong sense of judgement and independence of thought Strong team player, able to work consultatively and across teams Integrity Reliability Interpersonal & relational skills	Positive 'Can do' attitude