

JOB DESCRIPTION & APPLICATION PACK



Post	Digital Producer (YouTube)
Reporting To	Assistant Commissioner, Digital
Office Base	Remote Working + Office bases Glasgow/Stornoway
Closing Date for all Applications	8 April 2022, 12pm
Interviews	25 April 2022 MS Teams

23 March 2022

Dear Applicant

APPLICATION FOR EMPLOYMENT – DIGITAL PRODUCER (YOUTUBE), MATERNITY LEAVE COVER

Thank you for your interest in applying for our Digital Producer (YouTube) post.

We are looking for someone who is an experienced digital marketing professional, with a positive attitude to work, excellent communication and interpersonal skills and a proven track record working in the creation, curation and management of content on YouTube. 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 Monday 25 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 PRODUCER (YOUTUBE) 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 digital marketing professional to join the Digital Hub team at MG ALBA in the role of Digital Producer (YouTube). Please note that this role is fixed term maternity leave cover. Based within our Digital Hub Team, the postholder will contribute significantly to BBC ALBA digital output, through defined workflows, working alongside Assistant Commissioner - Digital, Digital Media Officer, Digital Producers and other colleagues to manage BBC ALBA's presence on YouTube. The post is flexibly worked in line with our Agile Working Policy.



People

Our ideal applicant will possess these core qualities:

- 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
- Excellent understanding of YouTube as a digital channel to enable development and maintenance of a strong digital media presence for the BBC YouTube audience
- Willingness to commit to learning on the job, supported by professional development and external qualifications

The Role

The Digital Producer (YouTube) will report to the Assistant Commissioner, Digital. Core elements of the role include:

- Creating and publishing content on BBC ALBA's YouTube channel
- Co-ordinating & implementing production workflow for YouTube
- Forward planning and scheduling of YouTube content
- Clearing permissions/rights for content alongside Business Affairs team
- Curating and producing 'finished product' for distribution on YouTube
- Liaising with editors/operations team to produce finished product
- Ensuring editorial compliance of all content alongside Assistant Commissioner - Digital and Service Editor
- Participation in weekly social media content scheduling team meetings
- Monthly review of platform analytics and metrics and reporting to the team
- Provision of holiday cover within the team, knowledge of all social media channels

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	25 April 2022

Selection Process

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

Selection Panel

Assistant Commissioner (Digital) and the Digital Media Officer, 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	Digital Producer (YouTube)	Grade	C1	Weekly Hours	37
Base	Stornoway / Glasgow / Remote				
Objective	Lead and project manage the production and publishing of BBC ALBA YouTube content.				
Accountable to	Assistant Commissioner, Digital				
Responsible for	Contributing to BBC ALBA digital output, through defined workflows, working alongside Assistant Commissioner - Digital, Digital Media Officer, Digital Producers and other colleagues to create and publish BBC ALBA content on YouTube, as well as other BBC ALBA platforms.				
Working relationships	The job holder works as a member of the Digital Hub under the direction of the Assistant Commissioner - Digital and liaising daily with the Digital Media Officer, Digital Producers, Technology team, Service Editor, third party providers of interstitial material and other material for digital platforms.				
Key result areas	The job ensures that the Assistant Commissioner - Digital and colleagues are supported in content for BBC ALBA's digital presence, including channel promotion, working to defined KPI's within the multi-platform environment.				
Key tasks	<p>Supports the Assistant Commissioner - Digital and Digital Hub colleagues in developing and maintaining a strong digital media presence: Including:</p> <ul style="list-style-type: none"> • Creating and publishing content on BBC ALBA's YouTube channel • Co-ordinating & implementing production workflow for YouTube • Forward planning and scheduling of YouTube content • Clearing permissions/rights for content alongside Business Affairs team • Curating and producing 'finished product' for distribution on YouTube • Liaising with editors/operations team to produce finished product • Ensuring editorial compliance of all content alongside Assistant Commissioner - Digital and Service Editor • Participation in weekly social media content scheduling team meetings • Monthly review of platform analytics and metrics and reporting to the team • Provision of holiday cover within the team 				
Core skills	<ul style="list-style-type: none"> • Relevant qualifications and / or experience in organising/co-ordinating communications, marketing / digital channels • Excellent interpersonal and communication skills (oral and written) in both Gaelic and English; • Ability to create high quality documents and presentations; 				

	<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 across teams; • Excellent organisational, planning & strong attention to detail 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>Positive, can-do attitude, team work and people skills are core to the success of this position and candidates should be able to demonstrate experience in dealing with a variety of people within an organisation and their approach to getting people to work well together.</p> <p>Basic editing knowledge or an enthusiasm to learn is essential.</p> <p>Personal and professional knowledge of, and commitment to, multi-platform development and tools are desirable, as will the ability to author messages in Gaelic.</p>
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	Fixed Term (12 months) Maternity Leave Cover