

JOB DESCRIPTION & APPLICATION PACK



Post	Online Learning Associate
Reporting To	Online Learning Manager (Editor)
Office Base	Glasgow / Stornoway – agile working available
Closing Date for all applications	6 March 2023, 10am
Interviews	13 March 2023

17 February 2023

Dear Applicant

APPLICATION FOR EMPLOYMENT – Online Learning Associate

Thank you for your interest in applying for our SpeakGaelic Online Learning Associate post.

The successful applicant will work with the Online Learning Team in repurposing online content, populating the SpeakGaelic website, and creating and editing social media content, including writing copy in both Gaelic and English.

We are looking to speak with applicants who are fully committed to collaborative, digital-first work practices and to continued professional development.

We have pleasure in publishing 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 **10am, Monday 6 March 2023** to hr@mgalba.com. Any applications received after this date unfortunately cannot be considered.

Interviews will be held on **13 March 2023**.

Le dùrachd



Donald Campbell
CEO

ABOUT US

Who We Are

MG ALBA, Scotland's Gaelic Media Service, operates the Gaelic television channel BBC ALBA in partnership with the BBC. We are also responsible for FilmG, in collaboration with Astar Media, and we deliver LearnGaelic and SpeakGaelic in partnership with the BBC and Sabhal Mòr Ostaig, supported by Bòrd na Gàidhlig and Bòrd na Ceiltis (Alba).

Our [22/23 Operational Plan](#) provides important information about our aims and outcomes for this year.

Where We Are

We have offices in Stornoway and Glasgow. The post can be based at either location and we have an agile working policy.

Our Staff & Board

We employ 40 [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 eight 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.

ONLINE LEARNING ASSOCIATE POST

Background

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

The Online Learning Associate will work to strengthen the work of the SpeakGaelic Online brand.

The main objectives of the posts are to populate the SpeakGaelic website and curate content for social media content production and publishing.

Candidates should have strong editorial and organisational skills, attention to detail and be able to work effectively as part of a team.



People

Our ideal applicants 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 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 Online Learning Associate will report to the Online Learning Manager (Editor). Core elements of the role include:

- Championing the SpeakGaelic brand
- Website editing
- Social Media content curation and scheduling
- Contributing to SpeakGaelic quizzes

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	17 February 2023
Closing Date	6 March 2023, 10am
Interviews	13 March 2023

Selection Process

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

Selection Panel

Line Manager and SpeakGaelic Colleagues, 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 B1-7
Salary	£23,517 pa
Annual Leave	31 days + 6 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	Online Learning Associate	Grade	B1-7	Weekly Hours	37
Objective	Ensures the SpeakGaelic website, app and social media are populated with relevant and compelling content that users are seeking and that adheres to compliance, technical and brand documentation.				
Accountable to	Online Learning Manager (Editor)				
Responsible for	<ul style="list-style-type: none"> • Populating SpeakGaelic website and social media feeds • Creating, editing, and writing copy for social media content • Undertaking research related to both learning brands, SpeakGaelic and LearnGaelic • Editing and transcribing audio and video using Premiere Pro and Audition • Working with the Online Learning team on the SpeakGaelic and LearnGaelic brands • Admin support for the SpeakGaelic Project Board and the Online Learning team 				
Working relationships	The job holder works as a member of the MG ALBA Online Learning team under the direction of the Online Learning Manager (Editor) and liaising daily with online learning colleagues and third-party providers of educational and broadcast items and other material for digital platforms.				
Key result areas	The job ensures that online learning colleagues are supported in content for the learning brands' digital presence, working to defined KPIs within the multi-platform environment.				
Key tasks	<p>Supports online learning colleagues in developing and maintaining a strong digital media presence. Tasks include:</p> <ul style="list-style-type: none"> • Championing the SpeakGaelic brand • Editing the SpeakGaelic Website • Editing and transcoding audio and video for the SpeakGaelic website • Editing images, video, and audio for the SpeakGaelic website and social platforms • Undertaking peer review • Creating, editing, writing copy for, and scheduling content on social media feeds • Monthly reporting of stats across all social media platforms • Supporting Online Learning colleagues with production • Admin support for the SpeakGaelic Project Board and the Online Learning team 				
Time horizon	2 years fixed term contract of employment				

PERSON SPECIFICATION

	Essential	Desirable
Qualifications / Experience	<p>B2 level of Gaelic across reading, writing, listening and speech</p> <p>Experience in digital, and specifically social, media across Facebook, Twitter, Instagram, YouTube & TikTok</p>	<p>Professional qualifications are desirable but not essential</p> <p>Aptitude, attitude and a proven track record in both language skills and a passion for digital media</p> <p>Experience using Adobe Creative Cloud - specifically Premiere Pro and Audition, or similar editing software</p>
Knowledge	<p>Ability to author messages in Gaelic</p> <p>Knowledge and experience of Microsoft packages including Word, Excel and PowerPoint</p>	<p>Basic editing knowledge</p> <p>Basic image manipulation</p> <p>Knowledge of WordPress or similar Content Management System</p> <p>Personal and professional knowledge of, and commitment to, multi-platform development and tools are desirable</p>
Skills	<p>Excellent interpersonal and communication skills (oral and written) in both Gaelic and English;</p> <p>Strong planning skills; able to work across teams</p> <p>Able to take initiative</p> <p>Strong attention to detail</p> <p>Able to project manage own time and prioritise effectively;</p> <p>Able to focus on one task for extended periods of time</p> <p>Strong team player</p> <p>High level of commitment to personal and professional development</p>	<p>Comfortable being in front of the camera to create social media content</p> <p>Able to identify and jump on emerging trends across social media platforms</p>
Language Requirement	<p>Fluent Gaelic speaker</p>	
Behavioural	<p>Strong sense of judgement and independence of thought</p> <p>Strong team player, able to work consultatively and across teams</p> <p>Integrity</p> <p>Reliability</p> <p>Strong interpersonal & relational skills</p>	<p>Positive 'Can do' attitude</p>