



## COMMUNITY CONTENT CREATOR TRAINEESHIP PROGRAMME

### Our Vision

*A new generation of Gaelic media innovators in the Western Isles*

We are thrilled to announce an exciting and groundbreaking collaboration between MG ALBA and community organisations in the Western Isles. In an effort to foster local talent and amplify the voices of Gaelic media content creators, we are proud to introduce the **Community Content Partnership (CCP)**. This innovative joint venture aims to provide an unparalleled opportunity for a select cohort of four Community Content Creators to join our esteemed Traineeship Programme. Through the Community Content Partnership, we are committed to supporting the growth of emerging talent within Western Isles communities, enabling them to create and showcase media content that is both relevant to their communities and bodies. This transformative initiative will also offer participants an accelerated learning experience within the context of the media industry, empowering them to work collaboratively on shared media projects. Based at one of our four host organisations located in either Lewis or Uist, our Community Content Creators will be immersed in their local communities and partner organisations, while simultaneously benefiting from the expertise and guidance of the MG ALBA team as part of a dynamic collective cohort. Together, we will shape the future of Gaelic media and celebrate the richness of the Western Isles communities through the power of storytelling and creativity.

These talented individuals will be offered 24-month contracts and will play a pivotal role in our Traineeship Programme. As "**Community Content Creators**" (CCCs), they will be seconded to one of four community bodies, dedicating 80% of their time to their respective organisations. This unique arrangement will allow the trainees to immerse themselves in their communities, gaining firsthand insights and crafting media content that truly resonates with the local audience. To ensure seamless support and effective management of the Community Content Partnership, MG ALBA will also be appointing a dedicated part-time Community Coordinator. This coordinator will work closely with the Community Content Creators, providing guidance, assistance, and overseeing the timely and budgeted delivery of this transformative initiative.

### About our Host Organisations & the Project Opportunities

#### Urras Oighreachd Ghabhsainn

Urras Oighreachd Ghabhsainn is one of four hosts for community content creators in the Outer Hebrides in a joint project lead by MG ALBA along with Ceòlas, Taigh Chearsabhaigh and Urras an Taighe Mhòir.

UOG will work closely with community organisations within the estate area to document the activity of the community, collect stories of heritage and culture, record traditional songs and music, create social media content for all associated community organisations to publicise their work and create a functional archive of content.

The community content creator would also form part of a cohort with the other host organisations to identify the common theme in their work to contribute to a larger collaborative project.

## **Urras an Taighe Mhòir/ Loch Ròg an Ear**

Based in the East Loch Roag area, this apprenticeship would have opportunities within both community-led and nationally acclaimed projects which are currently at an exciting design stage and include plans which will bring positive contributions to the area, enabling visitors and locals to engage with island culture past and present and the surrounding landscape.

The named projects below are amongst many local voluntary projects and events which are ideal for the creation of Gaelic media content.

Urras an Taighe Mhòir are working on the redevelopment of the former shore-station to the Flannan Isles 'An Taigh Mòr'. Plans include, in partnership with Comann Eachdraidh Loch Ròg an Ear, the creation of exhibition spaces on the Flannan Isles, lighthouse heritage and local historical archives. The project would afford great opportunities for the candidate to work with industry professionals, contribute to the community archive project and record the re-development of this historic building. Urras Oighreachd Chàrlabhaigh (UOC) purchased the Broch Visitor Centre in 2022 and is working on plans to refurbish the facility to provide visitor interpretation and services. Dùn Chàrlabhaigh is an exceptionally well-preserved Broch and is one of the main visitor attractions in the Outer Hebrides. UOC is keen to gather information and local stories to use in the interpretation of the site. The ambition is to not only interpret the archaeology but to explore the significance of the Broch to the local community over the years and the wider story of the community.

Calanais Standing Stones is one of Scotland's most remarkable and impressive monuments. It ranks very highly across a number of heritage values for its archaeological importance, its aesthetic appeal and undoubted visual impact.

Detailed design of the £6.5 exciting new facility at Calanais is still ongoing and subject to planning permission. Work is due to commence on the new site early 2024 and due to open 2025.

## **Taigh Chearsabhaigh**

Taigh-Tasgaidh + Ionad-Ealain Taigh Chearsabhaigh | Taigh Chearsabhaigh Museum and Arts Centre champions heritage, visual arts and the Gaelic language and culture on the isle of North Uist. In our galleries and award-winning museum we offer a stimulating and dynamic programme of cultural events throughout the year for our local community and the island's many visitors.

The unique ecology and culture of the islands of Uist provide the context within which we offer a very special creative programme with a distinct sense of place.

Taigh Chearsabhaigh's in-house digital media resource, UistFilm, has produced everything from feature documentaries to music promos commissioned by Victoria & Albert Museum, BBC ALBA, Historic Environment Scotland, Northumbria University, Scottish Islands Federation, UHI, Comhairle nan Eilean Siar and many more.

## **Ceòlas**

Ceòlas, situated in the brand new Cnoc Soilleir building in South Uist, is a charity that seeks to celebrate, promote and nurture Gaelic language, traditional music, culture and heritage across local, national and international communities. As part of our digital innovation plan, this role will include:

- Supporting the rollout of a brand-new international Gaelic community radio station – Radio Cheòlais. This will involve training in software such as Myriad Anywhere as well as training in presentation, editing and voice tracking. The role will include supporting community content gatherers as well as assisting with station scheduling, advertising and promotion of the service across social media.



- Collecting and digitally archiving songs, stories and folklore from the area to be used as part of our radio service as well as our open archive.
- Supporting Ceòlas' new streaming service. This will involve assisting with live streaming from our cèilidhs and concerts through our YouTube and social media channels.
- Developing knowledge of live sound and lighting.
- Partnership working with the other organisations involved in this project.
- Supporting with the digital content required for Ceòlas' social media pages and website.

## 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 the multimedia creative sector
- A passion for working within the local community and the people who make up the community
- 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 Community Content Creators will report to an appointed manager within the host organisations, and also to the MG ALBA Operations Manager (Resources) who will oversee the Traineeship Programme and other employment related matters. Core elements of the role include:

The creation of digital media content that ties in with the vision and aims of the individual host organisation. CCCs will also create and platform Gaelic digital media content as a cohort for the collective benefit of the community bodies and/or MG ALBA as agreed.

Content, of which at least 50% of should be in Gaelic, will be grouped around the themes of:

- Intergenerational transmission
- Storytelling & local folklore
- Environment
- Tourism
- Archive

## MG ALBA 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	24 July 2023
Closing Date	8 August, 12pm
Interviews	w/c 14 August 2023

### **Selection Process**

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

### **Selection Panel**

Operations Manager (Resources) and community body representatives, 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 A
<b>Salary</b>	£20,000 - £23,000 per annum
<b>Annual Leave</b>	31 days + 6 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 childcare voucher 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	Community Content Creator	Grade	A	Weekly Hours	37
<b>Objective</b>	Traineeship covering all aspects of broadcast and multiplatform workflows within a community setting. The CCC will also optionally complete a Modern Apprenticeship to SVQ Level 7 through workplace learning, vocational experience and skills assessment.				
<b>Accountable to</b>	Host Organisation Management and MG ALBA Operations Manager (Resources)				
<b>Responsible for</b>	<p>The Community Content Creator position will be for a period of 2 years. Through comprehensive training and work experience the entire workflow will be covered to enable the creation of audio and visual media for multi-platform use. Community Content Creator will also be able to complete 7 mandatory modules and 5 optional modules to attain a Modern Apprenticeship to SVQ Level 7. This is optional dependent on existing qualification attainment levels.</p> <p>The Community Content Creator will learn all required aspects of video and audio production relating to their role. The workflow will cover preparation and the technical aspects of filming, editing, archiving and delivering for social media use. The Community Content Creator 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>• Host organisation management and staff, key stakeholders and networks</li> <li>• Ongoing working relationship with the Community Content partnership and MG ALBA</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 all host organisation project work, to agreed goals and timescales</li> <li>• Vocational training and experience in Video production including camera work, video editing, motion graphic, colour grading, audio recording and mixing, archiving and use of Microsoft Sharepoint.</li> <li>• Supporting projects and industry events.</li> </ul>				
<b>Key tasks</b>	<ul style="list-style-type: none"> <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 project goals 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>• 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 Community Coordinator or any involved community organisations.</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> </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>• Fluency in good spoken Gaelic (support given for written competency if required)</li> <li>• Demonstrable interest in a career in the media sector</li> <li>• National 5 English, Mathematics, Gaelic or equivalent qualification</li> <li>• Good level of IT &amp; digital literacy</li> </ul>				
<b>Time horizon</b>	Fixed Term – 2 years				

## **MG ALBA COMMUNITY CONTENT CREATOR TRAINEESHIP - Bespoke Training**

Based 80% of time working in the host organisation and 20% of time working at MG ALBA (preferably in blocks) we will cover the following with the Trainee:

### **Studio & Production Engineering**

#### **Vision Principles**

- Fundamentals of video,
- Critical picture assessment

#### **Basic lighting concepts**

#### **Audio principles**

- Microphony
- Acoustics

#### **Audio Operations**

- Voice recording

#### **Troubleshooting**

### **Post-Production**

For post-production the CCC 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 CCC will learn about various screen and pixel shapes used in video for long term archive 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 CCC will gain a full understanding the various resolutions used for video production and on-line and social media viewing.

#### **Differences between Progressive & Interlaced footage**

The CCC 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 CCC 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 CCC 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 CCC 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 CCC 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 CCC will learn to use content creation software (possibly Final Cut Pro or DaVinci Resolve) to create engaging and attractive social media content.

### 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.



Urras an Taighe Mhòir/ Loch Ròg an Ear