

JOB DESCRIPTION & APPLICATION PACK



Post	Communications Manager
Reporting To	To be advised on appointment
Office Base	Stornoway / Glasgow (agile working)
Closing Date for all Applications	22 August 2023, 12pm
Interviews	28 August 2023

3 August 2023

Dear Applicant

APPLICATION FOR EMPLOYMENT – COMMUNICATIONS MANAGER

Thank you for your interest in the post of Communications Manager.

We are looking for a natural networker and communicator. Someone with a positive attitude who is good with IT and digital platforms but who is just as good as an advocate for Gaelic media.

It will be a truly rewarding job!

In general, you will work to a plan that ensure that we are speaking to and listening to all our key stakeholders. But you will also be responsive to events. You won't be frightened to pick up the phone, and you will be willing and able to work at different times and places, and even on the move.

You will keep your eyes on what is happening (of relevance to Gaelic media) in both governments and parliaments, in key stakeholder organisations, and in the press, and you will set up systems and a network of peers to alert you.

You will manage our contacts and lead on our internal communications with staff and board. Above all, you will be a model of good communication and team ethos.

If you think this could be you, please read on to the rest of this application pack.

To apply, all you have to do is to submit a covering letter and your CV. Please tailor your CV to the skills and experiences we are looking for in the Job Description and Person Specification requirements, and please include experiences from both employed and voluntary roles.

If you would like an informal discussion, 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 22 August 2023 to hr@mgalba.com. Any applications received after this date unfortunately cannot be considered.

Interviews will be held on 28 August 2023.

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 2022/23](#) contains important information about our aims and objectives for the previous year.

Where We Are

We are based in Stornoway and have a significant presence in Glasgow.

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 8 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.

COMMUNICATIONS MANAGER

Background

MG ALBA has a wide range of stakeholders. Our most important stakeholders are the people we serve – users of Gaelic and all other viewers of Gaelic programmes. We firmly believe that the work we do is not just for consumption, but that it is instrumental in Gaelic revitalisation, creates confidence and identity, and supports high quality jobs and skills in many different community settings.

At an official level, our key stakeholders are Ofcom, the Scottish Government and the UK Government. Bòrd na Gàidhlig, the BBC and Highlands and Islands Enterprise each have to nominate one member of our Board, so are important stakeholders as well.

At an operational level, our staff, board and independent producers ensure that MG ALBA contributes the best possible programmes and other resources to BBC ALBA.

If you are reading this, you will already know that our greatest challenge is the future sustainability of Gaelic broadcasting at a time of rising costs and ferocious competition in the digital media domain. The Gaelic service needs statutory protections and additional funding if it is to survive and thrive.

So, it is a challenging but exciting moment. The whole stakeholder community – all those mentioned above and others – should be highly knowledgeable and supportive of the role of Gaelic media, and we want to listen to them and be guided by them as we set out sights on a successful and sustainable future. Our [Lèirsinn: A Route Map for Gaelic Media](#) set out our vision up to 2027.

The Role

We are looking for someone who will, in a planned and diligent way, raise awareness of the work and impact of MG ALBA across all the stakeholder groups, and who will build up effective networks of champions and supporters.

The postholder will be highly alert to developments in the stakeholder domain, setting up systems to gather intelligence and share information with colleagues as well as prompting and coordinating responses from MG ALBA when required. This will include a proactive approach to consultations and to event attendance by self and by colleagues.

Looking internally, the postholder will be responsible for fostering good internal communications, celebrating successes and helping maintain a sense of common purpose. The successful candidate will review our communications systems and modernise them, if appropriate.

The postholder will work closely with the CEO, the Director of Content, the Head of Digital Transformation, the Head of Publishing, and their teams; and from time to time with the Chairman and agencies appointed by MG ALBA for specialist communications advice.



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: Thursday 3 August 2023
Closing Date: Tuesday 22 August 2023, 12pm
Interviews: Monday 28 August 2023

Selection Process

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

Selection Panel

Chief Executive, Head of Content, Brands Communication 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	D3
Salary	£38,552 - £41,835 (up to £43,005 for an exceptional candidate)
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 fulfil 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	Communications Manager	Grade	D3	Weekly Hours	37
Base	Based Stornoway or Glasgow (agile working available)				
Objective	To raise awareness of the role and value of Gaelic media and the work of MG ALBA.				
Accountable to	To be advised on appointment				
Responsible for	MG ALBA communication tools, contacts database, company brand and style guide, corporate website, Facebook, twitter, LinkedIn and Instagram.				
Working relationships	<p>The post holder will work closely with the CEO and the Head of Digital Transformation – and will maintain close collaboration with the Head of Publishing.</p> <p>The post holder will have excellent working relationships with the MG ALBA Chairman and Board, as well as with MG ALBA stakeholders, external event partners and wider contacts in the industry sector and press.</p> <p>The post holder must work effectively with external organisations/agencies.</p>				
Key result areas	<p>The postholder will:</p> <ul style="list-style-type: none"> • create a plan, aligned to Lèirsinn: A Route Map for Gaelic Media <ul style="list-style-type: none"> ○ to raise the profile internally and externally of Gaelic media, including the projects and ambitions of MG ALBA ○ to share success stories and increase knowledge of how Gaelic media contributes to economic, cultural and language outcomes ○ to enlist the support of key stakeholders in addressing the challenges facing Gaelic media and in taking advantage of opportunities ○ to grow a network of peers, champions and supporters ○ to rapidly grow the reach, engagement and impact of MG ALBA’s website and LinkedIn account • deliver that plan, supported by colleagues • ensure that MG ALBA’s engagement with all stakeholders is timely, of a consistently high standard and in keeping with the organisation’s values • draft management and board papers, as well as key stakeholder documents, such as consultation responses, and ensure they are consulted on internally and are submitted by deadline • ensure that MG ALBA’s digital communications platforms (website, social media) are optimised and enjoy growth in engagement (under the direction of the Head of Digital Transformation and in collaboration with the Head of Publishing) 				
Key tasks	<p>Engagement:</p> <ul style="list-style-type: none"> • Build up a productive network of contacts • Create frequent opportunities for self, CEO, Chair and/or directors and/or board members to engage with external influencers • Create/manage an effective software solution for relationship management • Implement a monitoring system which provides updates on key information (eg from the Parliaments, the Regulator, the Press), update and propose responses to the senior management team & Board as appropriate 				

	<p>Communications:</p> <ul style="list-style-type: none"> • In consultation with the Head of Publishing <ul style="list-style-type: none"> ○ Create a monthly publishing plan, including key messages, channels to be used and items to be commissioned (eg infographics, animations, short video) • Under the direction of the Head of Digital Transformation <ul style="list-style-type: none"> ○ Develop the MG ALBA website and LinkedIn account as core communications channels for certain stakeholders ○ Develop engagement on MG ALBA’s social media channels for other stakeholders • Promote internal communications and manage related accounts • Author high quality documents, including press releases and consultation responses • Ensure consistency of brand identity across all MG ALBA communications, especially when publishing messages authored by colleagues or third parties • Prepare presentations and briefings using agreed design software packages <p>Events:</p> <ul style="list-style-type: none"> • Lead on the planning and delivery of MG ALBA’s events (4 pa) • Represent MG ALBA at a range of external events and meetings • Liaise with the Corporate Affairs Manager in coordinating the senior management team and board attendance at events which support the work of MG ALBA and our stakeholders.
Risk	<ul style="list-style-type: none"> • All postholders must be risk aware. Each has a responsibility to discuss risks, perceived risks, risk mitigations and/or issues with their Manager or Corporate Risk Group members.
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 engagement, media or communications • Fluent Scottish Gaelic speaker and excellent writing skills in both Gaelic and English • Availability to work flexibly and travel regularly to events • Strong IT skills • Excellent skills in document and presentation production and competency in the use of the full suite of MS Office applications • 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