



ALBA

RECRUITMENT PACK

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A word from our Chief Executive...

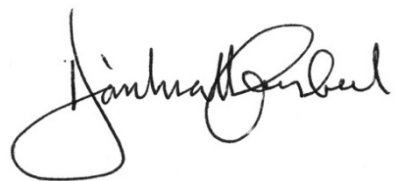
We're seeking a Modern Apprentice: Digital Marketing Assistant to join our team in Stornoway. As our apprentice, you'll support various marketing tasks within our dynamic marketing and digital teams, gain valuable skills from our experienced colleagues across digital, marketing and communications and develop your knowledge and expertise.

This is an opportunity for the right person to join us as our organisation transforms to meet the fast-changing needs of our audiences and users.

It is an exciting time to be part of something worthwhile, truly transformational and create a legacy for our future stakeholders.

Within this pack you will find the advert, the job description, personal specification and instructions for application

We look forward to receiving your application.



Dòmhnall Caimbeul
3/7/24

OUR WORLD



GAELIC FOR EVERYONE



WHEREVER YOU ARE

BBC ALBA ✨

Learn
Gaelic

Speak
Gaelic

FILMG ▶

OUR VALUES

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



Job Title	Modern Apprentice: Digital Marketing Assistant	Grade	A1	Weekly Hours	37
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Location Stornoway

Purpose To support MG ALBA’s marketing and communication teams with a range of projects to promote its brands to audiences.

Salary £21,588-23,277

Accountable to Brands Communication Manager

Working with Internally – Brands Communication Manager, Communications Manager, Digital Media Officer, Digital Producers, Online Learning team.

Externally – MG ALBA’s audience PR agency, Sgioba ALBA colleagues, BBC Scotland, BBC Radio nan Gàidheal, other bodies depending on projects

- Objectives**
- Work with the marketing and digital teams to ensure all marketing brands needs are met and all projects are completed on time and to budget
 - Increase efficiency within digital, marketing and communications teams
 - Improve MG ALBA’s digital marketing offering
 - Ensure admin tasks are consistently up to date for digital & marketing team
 - Complete Modern Apprenticeship within specific agreed times

- Key Results**
- Increased efficiency within marketing, communications and digital teams
 - Timely, accurate marketing output, in line with marketing plan
 - Contribute to successful digital marketing campaigns for MG ALBA brands

- Key Tasks**
- Assist teams with delivery of large marketing projects, including research activities, planning, scheduling, internal communications and regular reviews
 - Coordinate artwork and keep calendars up to date
 - Draft briefs for photocalls, artwork and content creation
 - Keep marketing store log up to date and merchandise stocked
 - Maintain knowledge of key trends and industry innovations to report back to the team
 - General administrative support
 - Explore creative ways to promote MG ALBA brands across digital platforms
 - Contribute to ideas for marketing campaigns and digital content.
 - Identify streamlined ways to file and share information across teams

- Develop digital marketing skills through continual learning
- Respond to day-to-day enquiries from communications inbox, escalating when appropriate
- Contribute to social media activity, where required
- Create meeting agendas and follow up notes
- Support with award entries
- Flexibility to work and attend at marketing events and activity

Duration: Fixed term (2 years) with 6 months successful probationary period

Skills and Experience

	Essential	Desirable
Qualifications / Experience	<ul style="list-style-type: none"> • A keen interest in media, communications and digital marketing • A desire to develop new skills & learn 	<ul style="list-style-type: none"> • Previous experience in communications, business administration, digital marketing or social media • Keen interest in user experience, digital innovation and analytics
Language Requirement	<ul style="list-style-type: none"> • Fluent Gaelic speaker 	
Skills	<ul style="list-style-type: none"> • Strong communication, written and verbal • Ability to take independent initiative • Highly organised • Eye for detail • Collaboration • Proactive 	<ul style="list-style-type: none"> • Microsoft Applications • Project management software • Social media content creation • Copywriting
Knowledge	<ul style="list-style-type: none"> • Understanding of MG ALBA's purpose • Business administration • Social media & digital marketing • MG ALBA and brands 	<ul style="list-style-type: none"> • Wider Gaelic media landscape
Behavioural	<ul style="list-style-type: none"> • Build relationships easily • Can-do attitude • Conscientious • Problem-solving skills • Solutions-focused mindset • Attention to detail • Integrity • Reliability • Interpersonal skills • Naturally inquisitive & explorative 	<ul style="list-style-type: none"> • Socially aware

Advert

As a Modern Apprentice: Digital Marketing Assistant, you will be an integral part of our marketing team, gaining hands-on experience in various aspects of digital marketing. You will support our efforts to enhance brand visibility and engage our target audience across digital platforms.

Training and development opportunities are provided to ensure that the postholder can demonstrate competency across the range of duties within the team.

To be successful in this role, candidates should demonstrate a strong work ethic, proactive attitude, and willingness to take initiative. A positive attitude, collaborative mindset, and passion for digital marketing are also crucial for contributing to the team's success. You will be proactive and happy to work at times unsupervised meeting agreed targets and deadlines.

Alongside a competitive salary, you'll also have access to a range of benefits, which include:

- Contributory pension scheme – 10% Employer contributions, additional 5% if matched
- 31 days annual leave exclusive of 6 days public holidays
- Gym membership opportunities
- Family-friendly & flexible working practices
- Cycle to Work Scheme
- Working for an employer who has been awarded Investors in People (Platinum), We Invest in Wellbeing (Gold) and Investors in Young People (Gold)
- Relocation assistance available, where criteria is met

Closing Date for applicants – Friday, 26 July 2024, late applicants will not be accepted.

Instructions for Application:

Please send your CV and covering letter to laura.rennie@mgalba.com explaining why you should be considered and your understanding of how you can successfully fulfil the position.

MÒRAN TAINING!

