



# ALBA

**RECRUITMENT PACK**

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### **A word from our Chief Executive...**

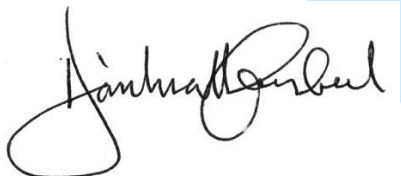
We're seeking a Creative (Graphic Design) to join our team in Stornoway or Glasgow. As a Creative you will create eye-catching, engaging visuals for all MG ALBA brands while maintaining a consistent brand identity and ensuring high-quality visual communication across multiple channels.

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.

A handwritten signature in black ink, appearing to read 'Dòmhnall Caimbeul', written over a white rectangular background.

***Dòmhnall Caimbeul***  
***28/01/25***

# 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



## Creative (Graphic Design)

Job Title	Creative (Graphic Design) part-time	Grade	C1	Weekly Hours	22
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**Location** Stornoway or Glasgow

**Purpose** To create eye-catching, engaging visuals for all MG ALBA brands while maintaining a consistent brand identity and ensuring high-quality visual communication across multiple channels.

**Accountable to** Head of Digital Transformation

**Working with** Internally – Marketing & Digital team, Corporate Comms, Commissioning team  
Externally – External suppliers, BBC colleagues

**Objectives**

- Lead the design of visually compelling content that aligns with and advances MG ALBA's branding, marketing, and communication objectives across all audience-facing and corporate brands.
- Design and oversee a wide range of visuals, including social media graphics, website assets, advertising materials, and corporate communication documents (such as presentation templates and reports), ensuring cohesion and adherence to brand standards across all platforms.
- Maintain and enhance MG ALBA's brand identity, consistently applying brand guidelines and visual standards across all design outputs to reinforce brand recognition and trust.
- Autonomously manage multiple high-stakes design projects, ensuring timely, high-quality delivery that meets or exceeds brand and audience expectations.
- Tailor visuals effectively to suit various platforms and audience demographics, using insights to shape content that resonates and drives engagement.
- Collaborate with social media, marketing, and content teams to develop and execute visuals for digital campaigns, brainstorming and contributing fresh ideas to align visual and strategic objectives.
- Stay at the forefront of trends in digital and design, using this knowledge to drive innovative content and design practices across MG ALBA's platforms.
- Take ownership of larger design projects, such as exhibitions, displays, and rebranding initiatives, guiding the visual direction and coordinating with multiple stakeholders to achieve impactful outcomes.
- Collaborate with internal and external partners to create compelling presentations, exhibition materials, and event visuals that support strategic corporate communication.
- Refine and expand MG ALBA's corporate visual identity, ensuring it remains current, distinctive, and engaging.

**Key Results**

- Drive increased brand awareness and recognition through consistent, impactful visuals that contribute to MG ALBA's overall strategic goals.
- Create captivating thumbnails for BBC ALBA iPlayer content and social media assets that significantly boost engagement metrics across platforms.
- Successfully lead and deliver diverse creative projects that meet or exceed brief objectives, demonstrating high standards of creativity and project management.
- Develop a cohesive, strategic visual identity across all MG ALBA brands, fostering a unified brand experience across digital and physical touchpoints.
- Contribute to a culture of innovation and creativity within the marketing and digital teams, inspiring new approaches and solutions.

**Key Tasks**

- Creation of compelling visuals that embody MG ALBA's brand values, producing consistently high-quality thumbnails for BBC ALBA and strategic assets for other MG ALBA brands and a variety of platforms.
- Proactively identify opportunities to enhance brand presence through improved visual storytelling and creative innovation.
- Work closely with marketing and content teams to ensure that all visual designs reflect and support broader brand and business objectives.
- Introduce new design trends, techniques, and technologies to strengthen MG ALBA's visual content and improve audience engagement.
- Develop creative concepts for large-scale projects such as exhibitions and brand events, providing direction and oversight to ensure alignment with MG ALBA's brand vision.
- Keep up with industry changes and audience trends to ensure MG ALBA's content remains relevant and competitive within a fast-paced digital landscape.
- Establish strong working relationships with MG ALBA colleagues, BBC partners, and external suppliers, ensuring seamless collaboration and effective content delivery.
- Monitor and analyse performance metrics for visual content, using data insights to refine and elevate creative output.
- Partner with internal teams to continuously refine and update MG ALBA brand's identity, aligning it with strategic brand objectives.
- Ensure all design outputs reflect and uphold Gaelic language requirements, contributing to MG ALBA's commitment to cultural representation.
- Provide vision and direction for MG ALBA's design projects, ensuring the delivery of high-calibre creative outputs that align with MG ALBA's values and brand standards.

**Duration:**

2 Years Fixed Term

## Skills and Experience

	Essential	Desirable
<b>Qualifications / Experience</b>	<ul style="list-style-type: none"> <li>• Proven track record of delivering creative visual projects across multiple platforms.</li> <li>• Previous experience in graphic design or creative roles, preferably within a media or broadcast environment</li> <li>• Experience working autonomously, managing multiple projects, and delivering within set deadlines.</li> <li>• Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, etc.)</li> <li>• Experience with image editing</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience in a media or agency environment</li> <li>• Formal qualifications in Graphic Design, Digital Media, or equivalent at SCQF Level 9 or higher</li> <li>• Experience with video editing</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• In-depth knowledge of digital platforms and digital trends</li> <li>• Understanding of brand identity and how to maintain consistency across different platforms</li> <li>• Familiarity with digital content creation, including responsive designs for websites and social media.</li> <li>• Awareness of audience needs and behaviours across different platforms, devices, and content</li> <li>• Attention to detail and ability to work under pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in data analysis to inform design decisions.</li> <li>• Understanding of broadcast industry standards and workflows</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Creative thinker with the ability to translate briefs into impactful designs.</li> <li>• Excellent copywriting and communication skills</li> <li>• Strong interpersonal skills and the ability to build relationships across teams.</li> <li>• Ability to contribute innovative ideas during brainstorming sessions.</li> <li>• Proactive, with a strategic approach to planning and prioritisation</li> <li>• Curiosity and a strong understanding of audience behaviours</li> <li>• Strong attention to detail, particularly when working under pressure.</li> <li>• Proficient in using Microsoft Teams for collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of digital growth strategies for creative media projects</li> </ul>



<b>Language Requirement</b>	<ul style="list-style-type: none"> <li>• Commitment to learning Gaelic and achieving the required proficiency level</li> </ul>	<ul style="list-style-type: none"> <li>• Fluent Gaelic speaker</li> </ul>
<b>Behavioural</b>	<ul style="list-style-type: none"> <li>• Naturally curious and inquisitive, with an explorative mindset</li> <li>• Builds relationships easily and works well in teams.</li> <li>• Reliable, conscientious, and exhibits high integrity.</li> <li>• A keen interest in audience engagement and trends</li> </ul>	

## **Advert**

As our Creative (Graphic Design) you will create eye-catching, engaging visuals for all MG ALBA brands while maintaining a consistent brand identity and ensuring high-quality visual communication across multiple channels.

You will be joining an organisation at the very forefront of Gaelic media provision, shaping and securing our future offerings.

To be successful in this role, you will have previous experience in graphic design or creative roles, ideally within a media or broadcast environment. A proven ability to work independently while delivering exceptional visual projects across multiple platforms.

You will be a creative thinker with a curious and inquisitive nature, paired with an explorative mindset. You will possess the skill to build strong relationships and collaborate effectively with teams.

Alongside a competitive salary, you'll also have access to 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 (pro rata)
- Gym membership opportunities
- Family-friendly & flexible working practices
- Cycle to Work Scheme
- Working for an employer who has been awarded Investors in People (Gold), We Invest in Wellbeing (Standard) and Investors in Young People (Gold)

Closing Date for applicants – **Friday, 14 February 2025**, late applicants will not be accepted.

### **Instructions for Application:**

Please send your CV, portfolio and covering letter to [laura.rennie@mgalba.com](mailto:laura.rennie@mgalba.com) explaining why you should be considered and your understanding of how you can successfully fulfil the position.

# MÒRAN TAING!

