



# ALBA

**RECRUITMENT PACK**

## CONTENTS

WELCOME MESSAGE	3
OUR WORLD	4
OUR VALUES	5
JOB DESCRIPTION	6
ADVERTISEMENT AND INSTRUCTIONS FOR APPLICATION	7

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

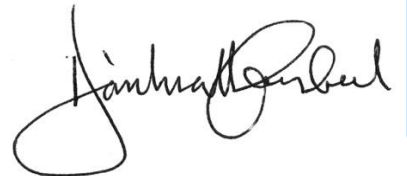
We're seeking a Digital Producer to join our team in Stornoway, as maternity cover. As a Digital Producer you will create and publish compelling digital content for BBC ALBA across various digital platforms, ensuring engagement, audience growth, and alignment with strategic priorities.

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, and instructions for application.

We look forward to receiving your application.



***Dòmhnall Caimbeul***  
***07/03/2025***

# 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.



## Digital Producer (Maternity Cover)

Job Title	Digital Producer	Grade	C1	Weekly Hours	37
Location	Stornoway				
Salary Range	£30,295 - £34,348				
Purpose	To create and publish compelling digital content for BBC ALBA across various digital platforms, ensuring engagement, audience growth, and alignment with strategic priorities.				
Accountable to	Head of Digital Transformation				
Working with	<u>Internally</u> – Commissioning, Marketing, Digital Publishing teams <u>Externally</u> – External suppliers, BBC colleagues, external contributors				
Objectives	<ul style="list-style-type: none"> <li>• Create Impactful content for BBC ALBA's digital platforms .</li> <li>• Increase engagement with 18-35 demographic on BBC ALBA's digital platforms.</li> <li>• Support promotion of BBC ALBA programming on BBC ALBA's digital platforms, in line with digital + marketing strategy.</li> </ul>				
Key Results	<ul style="list-style-type: none"> <li>• <b>Growth</b> in social media engagement and reach across all platforms.</li> <li>• <b>Successful delivery</b> of promotional content and marketing campaigns aligned with BBC ALBA's strategic goals.</li> <li>• <b>Increase</b> in audience interaction and satisfaction through engaging, targeted content.</li> <li>• <b>Strong collaborative relationships</b> with internal teams and external partners.</li> </ul>				
Key Tasks	<ul style="list-style-type: none"> <li>• Edit and produce daily content for BBC ALBA's social media platforms.</li> <li>• Collaborate with Commissioning, Marketing, Digital Publishing teams to enhance and maintain a strong digital presence for BBC ALBA.</li> <li>• Develop ideas, direct and film original content tailored for BBC ALBA's social media channels.</li> <li>• Ensure accurate, informative and engaging captions accompany all digital content.</li> <li>• Develop and execute strategic content plans.</li> <li>• Coordinate with production companies to plan promotional social media content for BBC ALBA.</li> <li>• Organise crew logistics and travel for bespoke social media / digital content shoots.</li> <li>• Liaise with the BBC social media team to ensure brand alignment and implement updates in BBC branding.</li> <li>• Provide cover for other digital colleagues, where required.</li> </ul>				
Duration:	Fixed Term for 12 Months (Maternity Cover).				

## Advert

As our Digital Producer you will create and publish compelling digital content for BBC ALBA across various digital platforms, ensuring engagement, audience growth, and alignment with strategic priorities.

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 experience in a similar role within a media or broadcasting environment. You will be a highly organised, strong collaborator with a strong ability to produce compelling digital content and execute effective campaigns that boost audience engagement and foster growth.

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, 21 March 2025**, late applicants will not be accepted.

### Instructions for Application:

Please send your CV 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!

