



# ALBA

RECRUITMENT PACK

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

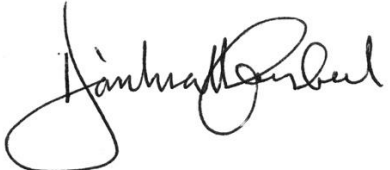
We are seeking a Senior Producer (Digital) to join our team in Stornoway or Glasgow. As a Senior Producer (Digital) you will oversee our creative team and manage the day-to-day operations of the digital content production for MG ALBA's digital platforms.

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***

***03/04/2025***

# 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.



## Senior Producer (Digital)

| Job Title | Senior Producer (Digital) | Grade | E1 | Weekly Hours | 37 |
|-----------|---------------------------|-------|----|--------------|----|
|-----------|---------------------------|-------|----|--------------|----|

**Location** Stornoway or Glasgow

**Salary Range** £44,598 - £51,721

**Purpose** The Senior Producer (Digital) is responsible for overseeing the creative team and managing the day-to-day operations of digital content production for MG ALBA's digital platforms. This role ensures the efficient resourcing, planning, and execution of impactful, high-quality digital content while maintaining editorial standards and budgetary control. The Senior Producer (Digital) will also be instrumental in fostering talent, streamlining processes, and maintaining effective partnerships with internal and external creative suppliers.

**Accountable to** Director of Content

**Working with** Internally – Creative Team; Marketing, Commissioning & Publishing Teams  
Externally – External suppliers; BBC colleagues; Freelancers and External Content Creators

**Objectives**

- Provide effective line management of the internal creative team, ensuring business objectives are met and team members are supported in their content creation efforts
- Oversee and manage the day-to-day operations, ensuring a smooth and efficient workflow for digital content production commissioned/briefed from the content commissioning team and whether from internal or external supply
- Resource and allocate creative output across MG ALBA's digital platforms, including YouTube and social media
- Streamline production processes to enhance creative output and efficiency, ensuring company softwares are optimally utilised
- Manage and oversee the production slate, ensuring work is allocated appropriately
- Oversee bespoke content productions, ensuring creativity, high production and editorial standards, adherence to budget and editorial compliance
- Develop and implement mentoring and training plans for internal and where appropriate external creatives
- Ensure all contracts and relevant paperwork are in place for productions
- Manage and track budgets related to digital content creation
- Manage an archive of digital content produced by the team and / or external suppliers/creatives
- Build and maintain a talent pool of external creatives to address skill gaps and ensure coverage

## Key Results

- Efficiently managed creative team, with clear objectives and career development plans in place
- High-quality digital content produced that meets MG ALBA's brief and marketing priorities and aligns with BBC editorial standards
- Increase in views and engagement across digital platforms
- Optimised resourcing and workflow, leading to increased creative output
- Well-managed production schedules, ensuring deadlines for filming, editing, and asset delivery are met
- Strong relationships maintained with internal teams and external suppliers, ensuring a smooth production process
- Effective budget tracking and financial control over digital content creation
- Improved innovation and creativity within the team, leading to engaging and high-impact digital content

## Key Tasks

- Line management of the Creative Team (5-6 members), including performance reviews and development planning
- Oversee management of external creative suppliers to ensure high-quality output
- Liaise with marketing, commissioning and publishing team, as well as external production suppliers to ensure delivery of effective digital marketing and engagement content, in line with strategy
- Liaise with external suppliers to agree and approve multi-platform assets
- Analyse audience data to inform digital content creation
- Resource and oversee the creation of content for MG ALBA's digital platforms
- Manage and track budgets for digital content creation, ensuring financial efficiency
- Ensure all digital content aligns with editorial, compliance, and quality standards, with all necessary paperwork filed
- Editorial compliance for digital content
- Oversee the production of bespoke digital content, both internally and externally
- Ensure all contractual paperwork is in place for productions and manage budgetary signoffs for content creation
- Liaise with and engage and support external suppliers when required
- Develop and implement a project calendar, tracking deadlines, filming, and editing schedules for internal and external resources
- Brief internal and external suppliers on content creation requirements in alignment with marketing and content strategy
- Review and provide feedback on digital and promotional assets to ensure consistency and quality
- Inspire and motivate the creative team to produce high-quality, engaging content while fostering a culture of innovation
- Manage internal and external resources efficiently while overseeing workflow for asset production

- Ensure collaboration between marketing, commissioning and publishing teams to ensure aligned messaging
- Keep up to date on platform and digital content trends to inform content creation strategy
- Ensure an archive of digital content is maintained
- Represent the team at industry events and conferences

**Duration:**

Permanent



## Skills and Experience

|                                    | <b>Essential</b>  | <b>Desirable</b>  |
|------------------------------------|---|---|
| <b>Qualifications / Experience</b> | <ul style="list-style-type: none"> <li>• Production experience, ideally as Production Manager or Producer</li> </ul>  | <ul style="list-style-type: none"> <li>• Previous digital/social media experience</li> </ul>  |
| <b>Knowledge</b>                   | <ul style="list-style-type: none"> <li>• Editorial mindset</li> <li>• Knowledge of digital &amp; social media platforms</li> <li>• A good knowledge of production &amp; on-screen talent in the Gaelic production sector</li> </ul>   | <ul style="list-style-type: none"> <li>• Knowledge of digital marketing</li> </ul>  |
| <b>Skills</b>                      | <ul style="list-style-type: none"> <li>• Experience in managing a team, setting objectives to get optimum results</li> <li>• Communication and leadership skills</li> <li>• Excellent resource management, organisation and time management skills</li> <li>• Editorial mindset</li> <li>• Knowledge of audience data analytics</li> <li>• Basic budget management skills</li> <li>• Storytelling skills</li> <li>• Excellence in Gaelic language, both written and oral</li> <li>• Project / Production Management skills</li> <li>• Excellent problem-solving skills.</li> <li>• Instinctive communicator, interpersonally and through social media</li> <li>• Excellent interpersonal and communication skills (oral and written) in both Gaelic and English</li> <li>• Ability to create high quality documents and presentations for reporting purposes</li> <li>• Excellent people skills across all areas of the business</li> </ul> | <ul style="list-style-type: none"> <li>• Social media skills</li> <li>• Basic understanding of marketing principles</li> <li>• Aptitude with Project Management software</li> <li>• Proven experience of line management and people development skills</li> </ul> |
| <b>Language Requirement</b>        | <ul style="list-style-type: none"> <li>• Fluent Gaelic speaker with excellent verbal &amp; written skills</li> </ul>  |   |
| <b>Behavioural</b>                 | <ul style="list-style-type: none"> <li>• Ability to inspire &amp; motivate a team</li> <li>• Ability to give and receive constructive feedback, both in creative process &amp; management</li> <li>• Has a genuine interest and demonstratable experience in marketing &amp; social media</li> </ul>  |   |

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|--|--|--|
|  | <ul style="list-style-type: none"><li>• Possesses high level of organisational &amp; forward planning skills</li><li>• Shows initiative and creative drive</li><li>• Is flexible and self-motivated</li><li>• Commits enthusiastically to professional development, objective setting and performance</li><li>• Self-starter and the ability to prioritise workload, capability of working under pressure and possesses' resilience with a calm approach</li><li>• Availability to work flexibly and travel regularly to industry events</li><li>• 'Can do' attitude</li></ul> |  |
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## Advert

As our Senior Producer (Digital) you will be responsible for overseeing a creative team and managing the day-to-day operations of digital content production and delivery from external suppliers for MG ALBA's digital platforms.

You will be joining an organisation at the very forefront of Gaelic media provision, shaping and securing our future offerings, and helping us connect with new audiences.

To be successful in this role, you will have production experience, ideally as Production Manager or Producer. You will possess a high level of organisational and forward planning skills and have demonstrable experience of managing a team and setting objectives to get optimum results.

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, 18 April 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!

