



ALBA

RECRUITMENT PACK

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A word from our Chief Executive...

We are seeking two Short-form Content Creators (one permanent and one 12-month fixed-term contract) to join our team in either Stornoway or Glasgow.

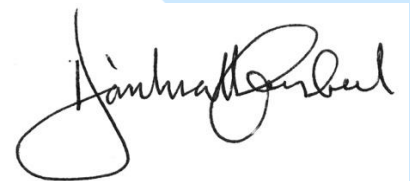
As a Short-form Content Creator you will create and publish digital video content for BBC ALBA's social platforms, contributing to audience engagement and growth.

It is an exciting time to be part of something worthwhile, and if you have the right skills and attitude to make a difference we would like to hear from you.

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

If you have any disability, access, or inclusion requirements, please let us know. Our team will be happy to make any reasonable adjustments you need to take part fully in the recruitment process.

We look forward to receiving your application.



Dòmhnall Caimbeul
13/04/26

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.



Short-Form Content Creator

Job Title	Short-Form Content Creator	Grade	C1	Weekly Hours	37
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Location Stornoway or Glasgow

Salary Range **£32,555 - £36,750**

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 Senior Producer

Working Relationships Internally – MG ALBA Content Team, MG ALBA Corporate Team

Externally – Audiences, External Suppliers, BBC Colleagues

Objective

- Create tailored short-form and cutdown content from or relating to BBC ALBA commissioned content for digital platforms to engage with audiences.
- Support promotion of BBC ALBA programming on BBC ALBA's digital platforms, in line with digital + marketing strategy.
- Ensure content aligns with audience preferences and remains relevant for publication on different platforms, currently BBC ALBA Instagram, BBC ALBA Facebook, BBC ALBA Tik Tok, BBC ALBA YouTube.

Key Results

- **Collaboration** with in-house colleagues resulting in creative short-form content delivered timeously to Content Team and Publishing Team expectations.
- **Successful** collaboration with external suppliers resulting in effective delivery of creative short-form content for publication on BBC ALBA social media platforms and BBC ALBA YouTube.
- **Increase** in audience interaction and satisfaction through engaging, targeted content.

Key Tasks

- Edit and produce several pieces of content daily for BBC ALBA's social media platforms. Including captioning, basic animation and subtitling to promote BBC ALBA content.
- Monitor social media performance and liaise regularly with publishing team colleagues to analyse data aiming to inform and improve output.
- Stay up to date on audience, platform trends and social media best practice to ensure content remains relevant and impactful.
- Coordinate with production companies to plan promotional social media content for BBC ALBA.
- Liaise with the BBC social media team to ensure brand alignment and implement updates in BBC branding.
- Provide cover for other digital colleagues, where required.

- Service MG ALBA Corporate Team requirements for basic graphics, presentations, LinkedIn and showreels to enable MG ALBA to engage with stakeholders and audiences.
- Occasional creation of short-form content from BBC ALBA and MG ALBA events if commissioned by Content Team.
- 100% compliance with BBC editorial guidelines and responsible use of own personal social media accounts.
- Compliance of short form content for publication on BBC ALBA and MG ALBA platforms.

Duration:

1 x Permanent Post

1 x 12-month Post

Advert

Thig còmhla rinn / Join us!

We are recruiting!

As our Short-form Content Creators you will create and publish compelling digital video content for BBC ALBA's social platforms. We are recruiting one permanent post and one 12-month fixed-term contract.

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 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 (Platinum), We Invest in Wellbeing (Gold) and Investors in Young People (Gold)

Closing Date for applicants – **27 April 2026, 5pm. Late applicants will not be accepted.**

Instructions for Application:

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

MÒRAN TAING!

