

MG



ALBA

RECRUITMENT PACK

Director of Content & Audiences

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A word from our Chief Executive...

Director of Content & Audiences

Help shape the future of Gaelic media

MG ALBA is looking for a creative and ambitious content leader to help shape one of the most important transitions in Gaelic media.

This is not a steady state job in traditional broadcasting. This is a rare opportunity to shape the future of Gaelic media content AND to lead the transformation of MG ALBA into a modern, inclusive, diverse, innovative, multi-platform media organisation — creating content for wherever audiences are - streaming, YouTube, social platforms, audio, digital products and live experiences, as well as television.

We want someone who understands how audiences discover and connect with content today, and who is excited by the opportunity to build distinctive Gaelic media content brands for the future.

You will join MG ALBA's senior management and, as a leader in the BBC ALBA team, you will play a central role in shaping what Gaelic media becomes over the next decade.

Working closely with partners across the sector, you will lead the creative and editorial direction of content across all platforms, helping ensure Gaelic stories, talent and ideas reach bigger and more diverse audiences in Scotland, the UK and internationally.

Is this for you?

This job will ask a lot. But don't worry. You will be working with highly experienced and supportive colleagues, and you will be able to draw insight, knowledge, expertise and inspiration from them and from our partners, including especially the BBC.

You will be comfortable operating strategically while also understanding the practical realities of content-making and publishing in fast-moving digital environments.

You will have senior experience in content commissioning, production and/or digital media leadership, with a track record of leading creative teams and delivering successful audience-facing results. If you do not have direct experience in every domain, show us in your application how you can combine being knowledgeable and insightful with your ability to be a media change leader.

Finally, Gaelic is our beloved working language, so you will need to be proficient (minimum level B2 – see [FICE](#)).

Gach soirbheas dhuibh!



Dòmhnall Caimbeul
18/05/2026



MG ✦
ALBA

GAELIC FOR EVERYONE
WHEREVER YOU ARE

BBC ✦
ALBA

LMG ➔

Learn
Gaelic

Speak
Gaelic



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.

Advert

Director of Content & Audiences

MG ALBA is looking for a creative and ambitious Director of Content & Audiences.

This is a rare opportunity to take a high-profile leadership role in Gaelic media. You will be shaping a future that brings Gaelic content to audiences wherever they are - streaming, YouTube, social platforms, audio, digital products and live experiences, as well as television.

If you are a Gaelic-speaking media professional who understands how audiences discover and connect with content today, and if you are excited by the opportunity to build a distinctive Gaelic media presence that is fit for the future, please consider applying for this post. We would love to hear from you.

MG ALBA is committed to equality of opportunity and welcomes applications from people of all backgrounds and communities. We particularly welcome applications from groups currently underrepresented in the media sector, including disabled people, minority ethnic communities, LGBTQ+ people and younger candidates. Selection decisions will be based on merit, skills and experience.

Recruitment materials can be made available in alternative formats on request, and we are more than happy to discuss accessible interview arrangements.

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)
- 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 – **Wednesday 10th June 2026, 5pm.**

Late applicants will not be accepted.

Instructions for Application:

Please send your CV and personal statement to hr@mgalba.com

Please ensure your personal statement addresses, at least, the Essential Criteria specified in the Job Application Pack under Application and Selection Process.

Should you wish to discuss this vacancy in confidence please email hr@mgalba.com to organise a discussion.

Candidates are advised to refer to MG ALBA and Ofcom websites for publicly available information on Gaelic media and on audience trends in Scotland and the UK.

Shortlisted applicants will be provided with an additional information pack to assist with preparation for interview, presentation and practical exercise.

If you require any reasonable adjustments, at any stage of the recruitment process, or future employment, please make us aware of this by contacting laura.rennie@mgalba.com

Director of Content & Audiences

Vital Information

Job Title	Director of Content & Audiences	Grade	F	Weekly Hours	37
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Location The leadership nature of this post requires you to commit to significant physical presence in Stornoway and/or Glasgow. A flexible working arrangement is offered, where there is an acceptable minimum level of office presence.

Salary Range This is a Band F post with the following salary bandings dependent on evident competency:

(Starting salary are normally determined based on relevant skills, experience and demonstrated competencies).

Band F	F1	F2	F3	F4
£106,200				
£94,200				
£86,200				
£78,200				

- Responsible for** You will have the stewardship role for:
- MG ALBA’s content commissioning code and process
 - Editorial standards and compliance in relation to MG ALBA’s role in commissioning and publishing content on BBC ALBA, LearnGaelic and SpeakGaelic platforms
 - A staff team of around 25 people (various locations/work patterns)
 - MG ALBA’s Content and Promotions budgets

Accountable to Chief Executive

You will also be accountable to the BBC Head of Gaelic Services in relation to BBC editorial, compliance and publishing processes entrusted to MG ALBA staff through the BBC ALBA partnership

Working Relationships You will work closely with the Director of People, Partnerships & Development to develop and grow the capacity and capability of the Gaelic media sector

You will have excellent relations specifically with the Chairperson, all Board Members, and the MG ALBA senior management team.

You will need to know, and be influential, with your peers at the BBC, S4C and TG4, with producers and representatives of screen agencies in Scotland, and with distributors and relevant producers in the international domain.

You will also need to network with representatives of relevant video-on-demand and social platforms and relevant screen bodies such as BAFTA, RTS, PACT, EBU, Circom etc.

We don't expect you to come with ready-made relationships in all those areas – but your ability to build relationships is a vital part of what we are looking for.

What you'll do

You will lead the strategy, commissioning and promotion of Gaelic content across digital and broadcast platforms, including streaming services, YouTube, social media and television.

You'll help us:

- commission and promote content audiences genuinely want to watch, share and talk about
- grow reach and engagement across digital platforms, including the Gaelic learning ecosystem
- build stronger connections with younger and underserved audiences
- support and develop creative talent
- strengthen relationships with independent producers and creative partners
- raise the profile and visibility of Gaelic through bold, high-quality storytelling

This role combines creative vision with practical leadership. You'll drive commissioning strategy, oversee budgets, guide teams, shape partnerships and make sure our investment in content delivers planned outcomes for audiences and for Gaelic language and culture.

What we are looking for

Our ideal candidate:

- has strong creative instincts and excellent editorial judgement
- understands how content performs across digital platforms and broadcast
- knows how audiences behave online, how to build engagement, and how our media supports language learning
- is excited by innovation, experimentation and new formats
- can balance creativity with commercial and strategic thinking
- is an inspiring leader who brings people together around a shared vision
- believes public-interest media can still be culturally ambitious, relevant and influential

Your experience may come from television, streaming, digital publishing, social media, podcasting, production, commissioning or another creative media environment.

What matters most is your ability to lead teams, spot opportunities and turn these into meaningful results whilst shaping content that connects with audiences positively.

Your key responsibilities

- Set the overall editorial and content direction across all platforms
- Lead commissioning and content development for digital and broadcast
- Grow audiences through smarter publishing, marketing and platform strategy
- Build a modern, audience-focused content operation
- Develop partnerships with producers and platforms
- Use audience insight and performance data to guide decisions
- Represent MG ALBA publicly and within the wider media industry
- Support and mentor teams, helping create a positive, inclusive and ambitious culture
- Ensure our content investment delivers strong creative and audience impact

Duration

Permanent

Application and Selection Process

To apply: Please send your CV and Personal Statement to hr@mgalba.com
Please address the Essential Criteria set out below

Deadline: 5pm on Wednesday 10 June 2026 (late applications will not be accepted)

Selection Process

The selection process has a minimum of four stages which are designed to give you the best possible opportunity to show evidence of your experience, skills and knowledge.

1. Suitability assessment of your personal statement and CV
2. A competency-based panel interview (in person)
3. A practical exercise
4. A presentation

If we require additional insight into leadership style, communication preferences, decision-making approaches and alignment to organisational values we may also ask for your involvement in psychometric assessment.

You are encouraged to tailor your application against the framework set out below:

Essential Criteria	Personal Statement	Interview	Practical Exercise	Presentation
Creative & Editorial Vision (25%)		✓		✓
Digital Audience Growth & Platform Strategy (25%)		✓	✓	✓
Leadership & Organisational Transformation (20%)	✓	✓		
Sector Partnerships & External Influence (15%)	✓	✓		
Operational & Business Capability (10%)		✓	✓	
Awareness & Commitment (5%)	✓			
Gaelic level B1 FICE				✓

Scoring Scale (1–5)

Score	Meaning	Description
1 Limited Evidence	Does not meet requirement	Little or no relevant evidence. Responses vague, outdated or not credible for role level.
2 Partial Evidence	Some capability shown	Meets parts of the requirement but lacks depth, scale, consistency or strategic thinking.
3 Good Evidence	Solid appointable standard	Clear and relevant experience with credible examples and practical understanding.
4 Strong Evidence	High-performing candidate	Strong strategic thinking, leadership and delivery examples with clear impact and innovation.
5 Exceptional Evidence	Outstanding / transformational	Demonstrates sector-leading thinking, originality, influence and ability to drive major change and audience growth.

Note: successful candidates must score at least 3 for each Essential Criterion.

Essential Criteria – Our Ideal Evidence

Essential Criteria	Key Elements	What Good Looks Like
1. Creative & Editorial Vision (Weighting: 25%)	<ul style="list-style-type: none"> • originality of ideas • ambition for Gaelic media • understanding of modern content ecosystems • ability to articulate a compelling future vision • editorial judgement across platforms 	Clear, exciting and achievable vision for transforming Gaelic media for its digital future, showing strong instincts for audience-focused storytelling, empowering creators, commissioning platform-native content and talent development.
2. Digital Audience Growth & Platform Understanding - Weighting: 25%	<ul style="list-style-type: none"> • understanding of YouTube, social and streaming ecosystems • audience development strategy • use of data and insight • platform optimisation • experience growing reach and engagement 	A deep understanding of audience behaviours and platform strategy, nationally and for Gaelic, with measurable examples of growing audiences, engagement or brands across digital platforms.
3. Leadership & Organisational Transformation - Weighting: 20%	<ul style="list-style-type: none"> • strategic decision-making • leadership style • ability to lead through change • team development and collaboration • resilience 	Good experience of leading teams or organisations through significant change, building trust and confidence with clear strategy, good decisions and a high level of emotional intelligence.
4. Sector Partnerships & External Influence - Weighting: 15%	<ul style="list-style-type: none"> • relationship-building • co-production or partnership experience • credibility with creatives and institutions • stakeholder management • industry profile 	Strong industry networks and influence, with evidence of building partnerships that unlocked funding, talent, distribution or audience growth.
5. Operational & Commercial Capability - Weighting: 10%	<ul style="list-style-type: none"> • budget management • commissioning oversight • prioritisation • negotiation • balancing creativity with resources 	A combination of creative ambition with strong operational and financial judgement.
6. Awareness & Commitment - Weighting: 5%	<ul style="list-style-type: none"> • understanding of Gaelic stakeholders and language policy • cultural awareness • commitment to Gaelic and to public-service media values 	An authentic commitment to Gaelic media and to Gaelic language growth, combined with a good understanding of the Gaelic policy, cultural and economic landscape.
7. Gaelic	<ul style="list-style-type: none"> • speaks Gaelic at level B2 or higher – FICE 	Confident communicator

The selection panel may explore other relevant areas to distinguish those candidates who are most likely to

- help move Gaelic media decisively toward a digital-first future
- lead and inspire colleagues and the creative sector

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MÒRAN TAING!

