



ALBA

RECRUITMENT PACK

Post	PR & Marketing Manager
Reporting to	Director of Content
Location	Stornoway or Glasgow
Duration	Permanent
Closing date	3rd August 2026 @ 12pm
Interviews	11th August 2026 on Microsoft Teams

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A word from our Chief Executive ...

We are seeking a PR & Marketing Manager to join MG ALBA at an exciting time for our organisation, our partnerships and the wider Gaelic media sector.

This full-time, permanent role will help strengthen the visibility, reach and impact of BBC ALBA, LearnGaelic and SpeakGaelic. The successful candidate will shape PR and marketing activity that connects our content and learning brands with audiences across Scotland and beyond.

The role will suit an organised, creative and motivated person who can work well with colleagues, partners, producers, agencies and media contacts, and communicate clearly in Gaelic and English.

We welcome candidates with relevant skills and experience from a range of backgrounds who want to contribute to Gaelic media and help strengthen the future of our language, audiences and communities.

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.

Finally, Gaelic is our working language, so this role requires excellent spoken and written Gaelic skills.

Thank you for your interest in MG ALBA. We look forward to receiving your application.



Dòmhnall Caimbeul
24/06/2026



MG ✖
ALBA

**GAELIC FOR EVERYONE
WHEREVER YOU ARE**

BBC ✖ **ALBA**

FILMG ➡

Learn
Gaelic

Speak
Gaelic



PR & Marketing Manager

Job title	PR & Marketing Manager	Grade	E1	Weekly hours	37
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Location Stornoway or Glasgow

Salary range £45,798 - £52,921

Responsible for **BBC ALBA**

- Strategic document - the Promotions Plan (to deliver on audience marketing priorities set by the Director of Content and the Commissioning Team)
- Workflows - promotion workflows on Monday.com - MG ALBA's preferred workflow management tool
- Materials - promotion assets (e.g. videos, stills, graphics, bilingual press releases etc)
- Budget - promotions budget for external agencies or freelance support
- Contracts - with agencies and/or freelance creatives
- Internal briefs/commissions – to in-house Content Promotion team

Learning brands

- Strategic Document - the Promotion Plan for Learning (to deliver on priorities set by the Director of Content)
- Materials – learning promotion assets (e.g. videos, stills, graphics, bilingual press releases, merchandise etc)
- Budget - for external content commissions
- Internal briefs/commissions - to in-house short-form creators
- External briefs/commissions – to external content creators or independent producers

Staff

- 2-3 team members

Reports to **Director of Content**

Working relationships

The post holder will work in MG ALBA's Commissioning and Publishing teams, led by the Director of Content (who is also the BBC ALBA Head of Content), primarily within the BBC ALBA partnership and also supporting the LearnGaelic and SpeakGaelic partnership.

The job will require excellent communication skills, and exceptional organisational and administrative skills, and the ability to collaborate with colleagues and managers across a wide range of business areas including Commissioning, Corporate, Analytics, Publishing, Learning Brands and Business Affairs.

The post holder will also have direct relationships with external contracts including but not limited to independent production companies, BBC colleagues including commissioning and marketing, external marketing and PR partners, press, funding partners e.g. Screen Scotland

Objectives	• To grow audience reach and engagement of BBC ALBA content • To promote and increase BBC ALBA brand awareness in Scotland • To promote and increase the brand awareness of LearnGaelic and SpeakGaelic
Key results	An effective promotion strategy for BBC ALBA that results in: • Growth in long-form viewership and engagement • Growth in short-form video consumption on digital platforms • Growth in brand awareness • Increased and more varied press and trade media coverage • Increased quality of short form assets • Growth in nominations for Awards Streamlined and efficient workflows • Implementation of priorities agreed at time of content commissioning • Clear briefs to promotional asset creators (e.g. short form video, graphics) • Effective communications with producers • Speedy turnaround and on-time delivery of promotion effort on all platforms Effective use of performance data • Use data from digital platforms and press and PR reports to inform planning and decision-making • Provide clear, actionable audience insights to support commissioners and publishers • Effective use of partner and external support • Growth in BBC marketing and promotion effort (e.g. on iPlayer) • Measurable impacts from use of agencies (e.g. high impact coverage) An effective promotion strategy for LearnGaelic and SpeakGaelic • Growth in-brand awareness • High impact partnering with SMO, BBC and other partners to elevate the brands
Key tasks	• Create a rolling Promotion Plan for BBC ALBA based on priorities advised by Director of Content and Commissioning team • Drive implementation of plan workflows using Monday.com ensuring content promotion activity and assets are delivered collaboratively, in line with agreed priorities and timescales: ○ iPlayer graphics, iPlayer pre-rolls, placement on iPlayer rails etc. ○ Social platforms ○ Press releases ○ Events for publicity and screenings • Sign off on bilingual copy, press releases and other messaging • Perform “second pair of eyes review” and sign off on promotional video assets for social platforms, as required • Provide strategic and practical advice to colleagues at the time of commissioning as regards PR and publicity potential of commissions • Design PR around calendar events including commissioning callouts, sector communications, tenders, producer days etc

- Drive relevant internal team meetings and external stakeholders/ partner meetings
- Manage cross-promotion opportunities with BBC marketing colleagues
- Manage entries and press activity in relation to industry awards
- Manage contract awards to agencies and other and ensure contract performance

Risks relevant to the job

- Risks the post holder helps manage – loss or reduction in brands(s) visibility
- Risks the post holder is aware of – financial, security, confidential, commercial and reputational for MG ALBA and the BBC
- All postholders must be risk aware. Each has a responsibility to discuss risks, perceived risks, risk mitigations and/or issues with their manager or Corporate Risk Group members

The post holder should possess the following skill sets and competencies:

Core skills	Essential	Desirable
Qualifications / experience	Relevant qualifications and/or Experience of an enhanced PR, marketing and/or programme promotion and/or digital marketing role	
		Broadcast media or production
		Experience of managing a small team.
Knowledge	Excellent working knowledge of the digital/social media landscape Understanding of and contacts within the print media sector	Strong working knowledge of Monday.com or similar workflow management system Existing networks in broadcast media sector
Skills	Ability to independently manage multiple tasks, prioritise effectively and meet deadlines Excellent interpersonal and communication skills (oral and written) in Gaelic and English Ability to craft clear and concise messages to a range of audiences for traditional and digital outlets Ability to lead on projects/output Ability to anticipate issues in advance, providing solutions, recommendations and escalation in a timely and effective manner	

	Excellent organisational and planning skills Attention to detail and ability to work with agility across projects / teams Ability to interpret and visualise data and to create high-quality reports and presentations for colleagues, management and board Ability to build and maintain excellent internal and external working relationships Strong Microsoft Office skills (including Word, Excel, Teams PowerPoint)	
Language requirements	Excellent Gaelic and English communication skills, with Gaelic understanding, speaking and writing at C1 level or above under the FICE framework - see FICE	
Behavioural	• Build relationships easily • Team player • Conscientious • Integrity • Reliability • Interpersonal skills • Naturally inquisitive & explorative • Confidentiality & discretion • High level of commitment to professional and personal development	• Socially aware • Commitment to EDI

Duration: **Permanent**

ADVERT

We are looking for a **PR & Marketing Manager** to help MG ALBA strengthen the profile, reach and impact of BBC ALBA, LearnGaelic and SpeakGaelic.

This is a varied and creative role at the heart of Gaelic media. You will plan and deliver PR and marketing activity, develop clear bilingual messaging, work with media and partners, and use audience insight to build awareness, engagement and connection.

You will work closely with colleagues, producers, agencies and external partners to promote our programmes, stories and learning brands with ambition, creativity and care. The role will suit someone who is organised, collaborative and confident shaping communications for different audiences.

If you bring fresh ideas, strong Gaelic and English communication skills, sound judgement and a passion for helping Gaelic media connect with audiences, we would love to hear from you.

Alongside a competitive salary, you will also have access to a range of benefits, which include:

- Contributory pension scheme – 10% employer contributions, additional 5% if matched
- 31 days annual leave + 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 is **Monday 3rd August 2026 at 12pm.** Late applicants will not be accepted.

MG ALBA is committed to equality of opportunity and welcomes applications from all suitably qualified candidates regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

If you require any reasonable adjustments during the recruitment process, please contact HR and we will be happy to discuss your requirements.

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.

MG



ALBA

MÒRAN TAING!

