



ALBA

RECRUITMENT PACK

Post	Digital Platforms Publisher
Reporting to	Digital Platforms Manager
Location	Stornoway or Glasgow
Duration	Permanent
Closing date	28 August 2026 @ 12pm
Interviews	8 September 2026 on Microsoft Teams

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A word from our Chief Executive ...

We are seeking a Digital Platforms Publisher to join MG ALBA at an exciting time for our organisation, our audiences and the wider Gaelic media sector.

This full-time, permanent role will help grow the reach, engagement and impact of BBC ALBA, LearnGaelic and SpeakGaelic content across social media, YouTube and other digital platforms. The successful candidate will lead the publishing and optimisation of content, using audience insight, analytics and platform expertise to connect our content with audiences in meaningful and engaging ways.

The role will suit an organised, analytical and motivated person who can work closely with colleagues, producers, partners and external contributors, and who is passionate about digital content, audience growth and platform innovation.

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
10/08/2026



MG 
ALBA

**GAELIC FOR EVERYONE
WHEREVER YOU ARE**

BBC 
ALBA

FILMG 

**Learn
Gaelic**

**Speak
Gaelic**



Job Title	Digital Platforms Publisher	Grade	C3	Weekly Hours	37
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Location **Stornoway or Glasgow**

Salary range **£35,352 - £39,547**

Reporting to **Digital Platforms Manager**

About the role We're looking for someone who understands digital audiences, loves social platforms and knows about content that people genuinely want to watch, share and talk about.

You'll be responsible for helping our content reach the right people on YouTube, Instagram, TikTok, Facebook, X and other platforms.

A big part of your job will be to understand how our content is working on those platforms, write it up and use the data and audience insights to help us decide what we commission, when and where we publish it, and how we can continually improve our performance.

You'll work closely with commissioners, creatives, producers and external partners to help grow audiences and strengthen our digital presence.

If you're curious, creative, analytical and excited by the constantly changing world of digital media, we'd love to hear from you.

Working relationships **Internally** – Commissioning, Creative & Publishing teams alongside other MG ALBA colleagues.

Externally – External suppliers, BBC colleagues, external contributors.

What you'll be doing

- Planning and publishing content across our digital platforms.
- Tracking performance and spotting opportunities to increase reach, engagement and viewing time.
- Identify trends, platform changes and new opportunities and sharing what you've learned with colleagues.
- Working with creative teams to develop content that feels right for each platform.
- Helping shape campaigns around major programmes, events and Gaelic-learning content.
- Building stronger connections with audiences by supporting community management and engagement activity.
- Finding new ways for audiences to discover our content across You Tube, social media platforms and BBC iPlayer.
- Making sure our content is accessible, inclusive and easy for everyone to enjoy.
- Working with colleagues to improve workflows and find smarter, more efficient ways of working.
- Supporting other members of the publishing and creative teams whenever needed.

What success looks like

You'll know you're succeeding when:

- Teams across the organisation are finding your audience insight and data reports useful for decision-making
- Colleagues trust your expertise and rely on your advice about what does and does not work on different platforms.

What we're looking for

- Our audiences are growing
- People are spending more time with our content
- Campaigns are becoming more effective and more creative
- More people are discovering our content across multiple platforms.
- Accessibility and inclusion are embedded in everything we publish.

You don't need to know everything on day one, but you'll probably have experience in several of these areas:

- Creating, publishing and managing content on social platforms.
- Understanding audience behaviour and using data to make decisions.
- Using analytics tools to measure performance and identify trends.
- Writing for different audiences and adapting content for different platforms.
- Building communities and encouraging meaningful engagement.
- Editing video content and working with creative teams.
- Managing multiple projects and priorities at the same time.
- Communicating clearly and collaborating with a wide range of people.

Above all, we're looking for someone who is enthusiastic, adaptable and excited about helping great content find its audience.

Risks relevant to the job

- Potential reputational damage arising from inappropriate or non-compliant digital content.
- Compliance risks relating to copyright, rights management, data protection and editorial standards.
- Reduced audience reach and engagement through ineffective publishing or audience strategies.
- Operational risks associated with missed deadlines, inaccurate reporting or workflow failures.
- Risks arising from changes to third-party platform algorithms, policies and audience behaviour.
- 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 person specification below outlines the essential and desirable criteria for this role.

Core skills	Essential	Desirable
Qualifications / Experience	Educated to degree level in a relevant subject, or equivalent professional experience. Experience of publishing content on social media and/or YouTube. Experience using analytics and audience insights to inform content and publishing schedules. Experience creating performance reports and communicating findings to stakeholders. Experience managing multiple projects and deadlines in a fast-paced environment.	Experience working in broadcasting, media, Gaelic learning or the creative industries. Experience delivering social media campaigns. Experience using video editing software, such as Adobe Premiere Pro. Experience using social media management and publishing tools.

Knowledge	Strong understanding of major social media platforms, including YouTube, Facebook, Instagram, X and TikTok. Understanding of audience development, engagement and platform best practice. Knowledge of social media analytics and performance measurement. Understanding of digital rights, compliance and editorial standards.	Knowledge of BBC platforms and audience journeys, including BBC iPlayer. Knowledge of Gaelic media and audiences. Understanding of SEO and content discoverability. Awareness of emerging platform trends and technologies.
Skills	Strong analytical skills, with the ability to interpret data and identify actionable insights. Excellent written and verbal communication skills. Strong organisational and planning skills. Ability to build effective working relationships with a range of stakeholders. Ability to prioritise workloads and work to tight deadlines. High level of accuracy and attention to detail.	Presentation skills, including the ability to communicate insights to senior stakeholders. Content editing and digital production skills.
Language requirements	Excellent communication skills in Gaelic and English. Gaelic understanding, speaking and writing at B2 level or above under the FICE framework - see FICE.	Additional Gaelic skills such as digital copywriting, subtitling, translation or online audience engagement.
Behavioural	Proactive and self-motivated approach to work. Collaborative team player with a positive attitude. Curious and audience-focused, with a passion for digital content and engagement. Adaptable and resilient in a fast-changing digital environment. Commitment to continuous learning and keeping up to date with digital trends.	Creative thinker who can identify opportunities for innovation and audience growth. Interest in Gaelic language, learning, culture and public service broadcasting.
Duration	Permanent (with 6 month's successful probationary period)	

ADVERT

We are looking for a **Digital Platforms Publisher** to help MG ALBA grow the reach, engagement and impact of BBC ALBA, LearnGaelic and SpeakGaelic content across social media, YouTube and other digital platforms.

This is a varied and fast-paced role at the heart of MG ALBA's digital activity. You will plan and deliver content publishing, monitor performance, analyse audience behaviour and use insight to support content and audience strategies. You'll work across platforms to maximise content discovery, engagement and audience growth, while helping ensure our content is accessible, inclusive and representative of Scotland's diverse communities.

You will work closely with commissioning, creative and publishing colleagues, as well as external partners, to deliver high-quality digital experiences for audiences. The role will suit someone who is organised, analytical and collaborative, with a strong understanding of digital platforms and a passion for audience engagement.

If you bring excellent digital publishing skills, a keen interest in audience insight, sound judgement and a passion for connecting audiences with great content, 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 **Friday 28 August 2026 at 12pm**. Late applicants will not be accepted.

MG ALBA is committed to creating a diverse and inclusive workplace where everyone is treated with dignity and respect. We welcome applications from all suitably qualified individuals regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We are committed to making reasonable adjustments throughout the recruitment process and employment where required.

Reasonable adjustments will be made throughout the recruitment process and during employment where required to enable disabled applicants and employees to perform the role effectively.

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.

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MÒRAN TAING!

