

JOB DESCRIPTION

Job Title	Communications Co-ordinator	Grade	B3	Weekly Hours	37
Base	Stornoway or Glasgow	£23,054 - £25,503			
Objective	To ensure the effective co-ordination of communications at MG ALBA with the people and communities we serve. Working with the Development and Content Teams, the external PR agency and other partners, to ensure maximum exposure of and engagement with Gaelic media content and brands.				
Accountable to	Director of Strategy & Partnerships				
Responsible for	<ul style="list-style-type: none"> • Budgets (as agreed) • Co-ordinating MG ALBA and BBC ALBA promotional materials • MG ALBA Contact Management 				
Working relationships	The post holder reports to the Director of Strategy & Partnerships and also works closely with the Chief Executive and the BBC ALBA Head of Service. The post holder must have excellent internal working relationships with the Scheduling Manager, the Digital Hub Manager, the Business Affairs Manager, the Gaelic and Corporate Affairs Manager and other colleagues, and be able to work effectively and efficiently with external advisers, BBC colleagues, stakeholders and media. Quarterly reporting to the Senior Management Team will also be required.				
Key result areas	<p>The postholder will be responsible for co-ordinating all aspects of the MG ALBA Communications Plan to raise the profile of the organisation through both traditional and digital marketing methods. The postholder will work closely with the Digital Hub and will need a strong understanding and capability in social media. The postholder will also be required to work effectively across teams in the organisation.</p> <p>The post holder ensures that:</p> <ul style="list-style-type: none"> • MG ALBA's communications with all of its stakeholders are timely, of a consistently high standard and in keeping with the organisation's values; <ul style="list-style-type: none"> ○ Our audience is our inspiration ○ We strive always to achieve excellence in our work ○ We treat everyone with fairness, openness and integrity ○ We respect and support one another ○ Teamwork and partnership are at the heart of what we do ○ MG ALBA puts the audience first • the organisation's impact as a media enterprise committed to the ambitious and strategic development of Gaelic media (Lèirsinn 2021) and as a Gaelic 				

	<p>organisation contributing to the revitalisation of Gaelic is maintained and improved</p> <ul style="list-style-type: none"> • organisation, partners, communities and individuals share success stories and build up effective networks of champions and supporters across the country and across organisations; • the promotional resources available to Gaelic media are effectively co-ordinated; • that forward planning of critical media moments is effectively co-ordinated • press releases are effectively constructed and communicated, working with the external PR agency; • staff and board are kept fully informed of internal and external matters
Key tasks	<p>The post holder must fulfil the following:</p> <ul style="list-style-type: none"> • Liaise with producers to ensure BBC ALBA programme promotion requirements all fulfilled; • Coordinate BBC ALBA content promotion activities, liaising with BBC ALBA Head of Service, Digital Hub and external agency; • Working with the Digital Hub and external agency, promote channel content to local press and media outlets. • Manage and, with colleagues and partners, implement organisational and brand communications plans; • Convey corporate communications messages, informed by organisational communications plans; • Plan, manage, and ensure delivery of Gaelic media promotional materials primarily for BBC ALBA, FilmG and LearnGaelic; • Publish social media material where required and administer MG ALBA website and other platforms where required
Core skills	<ul style="list-style-type: none"> • Relevant qualifications and / or experience in organising/co-ordinating communications, marketing or business development activities; • Excellent interpersonal and communication skills (oral and written) in both Gaelic and English; • Ability to create high quality documents and presentations; • Good presentation skills; • Able to manage own time and exercise good judgement in prioritising according to urgency and priority; • Strong team player, able to work consultatively and across teams; • Excellent organisational and planning skills; • Ability to build and maintain excellent working relationships internally and externally;

	<ul style="list-style-type: none"> • Capable of working to tight deadlines and under pressure, possessing resilience but able to work simultaneously with calmness and energy; • Ability to anticipate issues in advance, providing solutions, recommendations and escalation in a timely manner; • High level of commitment to personal and professional development <p>Professional qualifications are desirable but not strictly necessary.</p> <p>Experience in communications and / marketing or management are desirable.</p> <p>Positive, can-do attitude, team work and people skills are core to the success of this position and candidates should be able to demonstrate experience in dealing with a variety of people within an organisation and their approach to getting people to work well together.</p> <p>Personal and professional knowledge of, and commitment to, digital media communications (for example, social media) and tools (such as Word, PowerPoint and CRM solutions) are desirable, as will the ability to author messages in Gaelic.</p>
Time horizon	Permanent

TUAIRISGEUL OBRACH

Tìotal na h-Obrach	Co-òrdanaiche Conaltraidh	Ìre	B3	Uairean san t-Seachdain	37
Stèidhichte	Steòrnabhagh no Glaschu	£23,054 - £25,503			
Amas	Gus dèanamh cinnteach gu bheil MG ALBA an sàs gu h-èifeachdach leis na daoine agus na coimhearsnachdan a tha sinn a' frithealadh. Ag obair le Sgiobaidhean Leasachaidh agus Phrògraman, am buidheann PR bhon taobh a-muigh agus le com-pàirtichean eile, gus dèanamh cinnteach gu bheil nas urrainn de dhaoine mothachail air agus a' gabhail pàirt ann an susbaint nam meadhanan Gàidhlig agus branndan.				
Cunntachail do	Stiùiriche Ro-innleachd is Co-bhanntachd				
Uallach airson	<ul style="list-style-type: none"> Buidseatan (mar a bhios air aontachadh) Co-òrdanachadh stuthan foillseachaidh MG ALBA agus BBC ALBA Manaidseadh stòr-dàta luchd-ùidh MG ALBA 				
Càirdeasan obrach	Bidh an neach a bhios san dreuchd cunntachail don Stiùiriche Ro-innleachd is Co-bhanntachd agus cuideachd ag obair gu dlùth leis an Àrd-Oifigear agus le Ceannard Seirbheis BBC ALBA. Feumaidh deagh chàirdeasan obrach air an taobh a-staigh a bhith aig an neach-dreuchd leis a' Mhanaidsear Clàr-phrògraman, Manaidsear an Aonaid Dhidseataich, am Manaidsear Gnìomhachais, am Manaidsear Gàidhlig & Ghoireasan agus luchd-obrach eile agus feumaidh an neach a bhith comasach obrachadh gu h-èifeachdach agus gu cothromach le comhairlichean on taobh a-muigh, luchd-obrach a' BhBC, luchd-ùidh agus na meadhanan. Bidh aithris ràitheil don Sgioba Àrd-stiùiridh cuideachd an cois na h-obrach.				
Prìomh raointean toraidh	<p>Bidh uallach air an neach airson co-òrdanachadh de gach pìos de Phlana Conaltraidh MG ALBA gus a bhith a' togail iomhaigh na buidhne tro gach cuid dòighean margaidheachd traidiseanta agus didseatach. Bidh an neach ag obair gu dlùth leis an Ionad Didseatach agus bidh feum air tuigse làidir agus comasan sna meadhanan sòisealta. Bidh feum air an neach a bhith ag obair gu h-èifeachdach thar sgiobaidhean na buidhne.</p> <p>Bidh an neach san dreuchd a' dèanamh cinnteach:</p> <ul style="list-style-type: none"> gu bheil conaltradh MG ALBA leis an luchd-ùidh air fad air a dhèanamh ann an deagh àm, gu cunbhalach de dh'àrd inbhe agus a rèir luachan na buidhne; <ul style="list-style-type: none"> Is e ar luchd-amhairc ar spionnadh Tha sinn an còmhnaidh a' strì gus sàr-mhathas a choileanadh nar n-obair Bidh sinn a' dèiligeadh ris a h-uile duine le cothromachd, fosgailteachd agus treibhdhireas Tha sinn a' toirt urram agus taic do chàch a chèile Tha obair sgioba agus com-pàirteachas aig cridhe na tha sinn a' dèanamh 				

	<ul style="list-style-type: none"> ○ Tha MG ALBA a’ cur an luchd-amhairc air thoiseach ● gu bheil buaidh na buidhne mar iomairt mheadhanan dealasach mu leasachadh àrd-amasach agus ro-innleachdail nam meadhanan Gàidhlig (Lèirsinn 2021) agus mar bhuidheann Gàidhlig a bhith a’ cur ri bhith a’ cumail suas agus a’ leasachadh ath-bheothachadh na Gàidhlig; ● gu bheil am buidheann, com-pàirtichean, coimhearsnachdan agus daoine fa leth a’ co-roinn sgeulachdan mu shoirbheas agus a’ togail suas lionraidhean èifeachdach de ghaisgich agus luchd-taic air feadh na dùthcha agus air feadh nam buidhnean; ● gu bheil na stòrasan foillseachaidh a tha rim faotainn le na meadhanan Gàidhlig air an co-òrdanachadh gu h-èifeachdach; ● gu bheil planadh airson an ama ri teachd de dh’amannan cudromach a thaobh nam meadhanan air an co-òrdanachadh gu h-èifeachdach; ● gu bheil sanasan naidheachd air an dealbhachadh agus air an conaltradh gu h-èifeachdach, ag obair leis a’ bhuidheann PR bhon taobh a-muigh; ● gu bheil an luchd-obrach agus am bòrd làn fhiosraichte mu ghnothaichean in-thaigh agus bhon taobh a-muigh.
<p>Priomh gnìomhan</p>	<p>Feumaidh an neach-dreuchd na leanas a choileanadh:</p> <ul style="list-style-type: none"> ● obrachadh le riochdairean gus dèanamh cinnteach gu bheil feumalachdan foillseachadh phrògraman BBC ALBA air a choileanadh; ● co-òrdanachadh gnìomhan foillseachaidh susbaint BBC ALBA, ag obair le Ceannard Seirbheis BBC ALBA, an t-Ionad Didseatach agus am buidheann PR bhon taobh a-muigh; ● Ag obair leis an Ionad Didseatach agus am buidheann PR bhon taobh a-muigh, foillseachadh susbaint na seanail air pàipearan ionadail agus buidhnean mheadhain; ● Stiùireadh agus le co-obrachaidhean agus com-pàirtichean, a bhith a’ cur an cèill planaichean conaltraidh branndaichean agus na buidhne; ● Fiosan conaltraidh corporra a chur an cèill, fiosraichte le planaichean conaltraidh na buidhne; ● Planadh, stiùireadh agus dèanamh cinnteach à libhrigeadh agus gleidheadh stuthan brosnachaidh nam meadhanan Gàidhlig gu sònraichte airson BBC ALBA, FilmG agus LearnGaelic; ● Foillseachadh stuthan na meadhanan sòisealta nuair a bhios feum agus a bhith a’ rianachd làrach-lìn MG ALBA agus ùrlaran eile nuair a bhios feum.
<p>Bun-sgilean</p>	<ul style="list-style-type: none"> ● Teisteanasan iomchaidh agus / no eòlas ann a bhith a’ cur air dòigh/a’ co-òrdanachadh conaltradh, margaidheachd no gnìomhan leasachadh gnìomhachais; ● Sàr sgilean eadar-phearsanta agus conaltraidh (labhairteach agus sgrìobhte) sa Ghàidhlig agus sa Bheurla;

	<ul style="list-style-type: none"> • Comas a bhith a’ cruthachadh sgrìobhainnean agus taisbeanaidhean de dh’àrd-chàileachd; • Sgilean taisbeanaidh math; • Comas a bhith a’ cumail smachd air d’ ùine fhèin agus a’ cleachdadh deagh bhreithneachadh ann a bhith a’ cur cudrom air nithean a rèir cabhaig agus prìomhachas; • Neach-sgioba làidir, comasach air obrachadh gu co-chomhairleach agus thar sgiobaidhean; • Sàr sgilean eagrachaidh agus planaidh; • Comas a bhith a’ togail agus a’ cumail suas sàr cheanglaichean obrach a-staigh agus a-muigh; • Comas a bhith ag obrachadh gu cinn-ama teann agus fo chudrom, le fulangas ach comasach a bhith ag obair gu ciùin agus le spionnadh aig an aon àm; • Comas a bhith a’ dèanamh ath-bhreithneachadh air nithean ro làimh, a’ tabhann fuasglaidhean, molaidhean agus a bhith a’ gluasad air adhart ann an àm iomchaidh; • Àrd ire de dhealas a thaobh leasachadh pearsanta agus proifeiseanta. <p>Tha teisteanasan proifeiseanta miannaichte ach chan eil iad gu tur riatanach.</p> <p>Tha eòlas, beachd taiceil, obair sgioba agus sgilean dhaoine aig teis-mheadhan soirbheas na h-obrach seo agus bu chòir do thagraichean a bhith comasach sealltainn eòlas ann a bhith a’ dèiligeadh ri measgachadh de dhaoine taobh a-staigh buidheann agus mar a dheigheadh iad timcheall air a bhith ag obrachadh gu math còmhla.</p> <p>Bhiodh eòlas pearsanta agus proifeiseanta de, agus dealas mu, chonaltradh air na meadhanan conaltraidh didseatach sòisealta (mar eisimpleir, na meadhanan sòisealta) agus innealan (mar Word, PowerPoint agus CRM solutions) nam fìor bhuannachd, mar a bhiodh an comas a bhith a’ sgrìobhadh fiosan sa Ghàidhlig.</p>
Fad na dreuchd	Maireannach