

Obraichean Gàidhlig



**Obraichean Gàidhlig: Meudachadh 's
Leasachadh**

**Obraichean Gàidhlig: Expansion and
Improvement**

Moladh tabhartas do Bhòrd na Gàidhlig
Grant proposal to Bòrd na Gàidhlig

Am Faoilleach 2017 / January 2017

Contents

Iomradh a' Phròiseact / Project Summary	3
Cor an-dràsta / Current Status	4-5
Coileanadh amasan a' Bhùird / Fulfilling the Bòrd's aims	6-7
Amasan 's Molaidhean Cosgais / Our aims and spending proposals	8-13
Molaidhean Chosgais / Spending proposals	
Cosgaisean na Làraich / Website Costs	14
Cosgaisean Leasachaidh / Development Costs	15-16
Cosgaisean Margaidheachd / Marketing Costs	17
Moladh Iomradh Bhuidseat / Proposed Budget Overview	18
Loidhne-tìim a' Phròiseact / Project Timeline	19

Iomradh a' Phròiseact

Tha Obraichean Gàidhlig (www.obraichean.co.uk) na làrach-linn ùr stèidhichte 'sa Ghàidhealtachd le bun-stèidh taic a tha sìor dol am meud. Tha an làrach na ionad chàilear air loidhne far am faod daoine obraichean a' lorg co-cheangailte leis a Ghàidhlig agus thathar a' tabhainn cothrom sanasachd do fhastaichean.

'On a chaidh an làrach air bhog san Lùnastal 2016, tha Obraichean Gàidhlig air èisneachd de bharrachd air 400 daoine gach mìos a thogail 's tha e air còrr 's 70 tagraidhean a' libhrigeadh le fastaichean leithid MG Alba, Sabhal Mòr Ostaig, Comhairle nan Leabhraichean 's grunnan oilthighean 's comhairlichean ionadail.

Ann an 2017, tha sinn an dùil an làrach a leasachadh airson barrachd goireasan 's barrachd tèarainteachd a' libhrigeadh. Tha sinn cuideachd an dùil stòr-dàta de chùntasan-bheatha a chruthachadh còmhla ris ar luchd-tadhail airson luchd-labhairt na Gàidhlig a tha a' sireadh obair. Bheir sin an chothrom dhuinn barrachd seirbheisean cosnaidh a' libhrigeadh agus airson barrachd fastaichean a' frithealadh le roghainn na b' fharsainghe de thagraidhean.

Tha sinn a chuir an tabhartas seo do Bhòrd na Gàidhlig airson cuideachadh fhaighinn airson an cosgais a tha an lùib na h-oidhirpean meudachadh, leasachaidh 's margaidheachd a tha a dhìth airson Obraichean Gàidhlig a bhith cho soirbheachail sa ghabhas.

We submit this application for funding to Bòrd na Gàidhlig to receive assistance for the cost involved in the expansion, development and marketing efforts that are needed to ensure that Obraichean Gàidhlig is a successful and high quality service to Gaelic speakers.

Project Overview

Obraichean Gaidhlig (www.obraichean.co.uk) is a brand new website with a fast growing user base operated from the Highlands. The website is a quality online hub for clients to find Gaelic-related jobs and provides advertising for prospective employers.

Since its' launch in August 2016, Obraichean Gàidhlig has garnered a regular audience of over 400 users per month and has facilitated over 70 job applications. Employers who have registered job adverts with us include MG Alba, Sabhal Mòr Ostaig, the Gaelic Books Council and several universities and local authorities.

In 2017 we aim to develop the website to have improved functionality and security measures. We also aim to develop a CV database along with our site's users which will give employers access to a community of Gaelic speakers seeking employment. This will enable us to provide a wider range of job-seeking services and provide employers with a wider base of prospective employees.

- Steven Kellow
Deasaiche / Editor

Cor an-dràsta

Tha Obraichean Gàidhlig an-dràsta na iomairt shòisealta air an ruith gu saor-thoileach leis an deasaiche.

Chaidh an làrach air bhog air a chiad latha den Lùnastal 2016 an dèidh dà mhìos de chruthachadh airson ionad a chuir air dòigh airson sanasan-obrach Ghàidhlig agus airson a dhèanamh cinnteach gun robh na chothroman a bha ri fhaighinn do luchd-labhairt na Gàidhlig air an libhrigeadh dhaibh cho tric 's a 's urrainn dhaibh a bhith.

Tha seirbheisean an làrach gu tur saor an-asgaidh – le an dà chuid a bhith a chuir sanasan an àrd 's tagradh a chuir a-steach airson nan obraichean gun cosgais idir gus feumalachdan a choimhearsnachd a fhrithealadh agus gan chuir aig bàrr na tha Obraichean Gàidhlig airson a dhèanamh.

Tha am pròiseact air a bhith maoineachadh gu tur leis an Deasaiche gu ruige seo, le òstaireachd na làraich, leasachadh agus cosgaisean eile uile air am pàigheadh leis-san.

Tha Obraichean Gàidhlig air a bhith glè shoirbheachail anns an ùine ghoirid air a bheil e air a bhith a' dol, le barrachd air 90 diofar obraichean air an sanasachd agus còrr 's 70 tagraidhean air an cur.

Tha an taic air na meadhanan sòisealta air dol am meud 58% gach mhìos gu chuibheasach air Twitter agus 25% gach mhìos air Facebook, agus tha ar chuairt-litir cuideachd soirbheachail, leis an liosta a' dol am meud 45% gach mhìos agus a' cumail ìrean eadar-obrachadh àrd.

Tha an làrach Obraichean Gàidhlig air an cleachdadh le còrr 's 400 daoine gach mhìos (dealbh 1), mòran dhiubh a tha a' tadhail air an làrach gu tric, agus tha an raon againn 's na meadhanan shòisealta a' ciallachadh gu bheil mìltean de dhaoine ag ionnsachadh mu dheidhinn nan obraichean Gàidhlig as ùra, agus tha seo a' leasachadh faicsinneachd agus inbhe a chànain.

Le barrachd goireasan agus margaidheachd, 's urrainn dha taic an làrach agus an raon a th' aige anns a' choimhearsnachd Gàidhlig a' dol am meud agus a' toirt barrachd luach do na fhastaichean a tha a' sanasachd air an làrach agus cuideachd do an fheadhainn a tha a' choimhead airson obair an lùib na Ghàidhlig.

Current Status

Obraichean Gàidhlig is currently a social enterprise managed and operated voluntarily by the editor, Steven Kellow.

The site was launched on August 1st 2016 after two months of development to provide a hub for Gaelic job advertisements online and to ensure that the opportunities available to Gaelic speakers were being delivered to them as much as possible.

The site's services are entirely free – with both posting job advertisements and applying for jobs being made available with no charge to ensure that the community's needs are being placed firmly at the forefront of what Obraichean Gàidhlig offers.

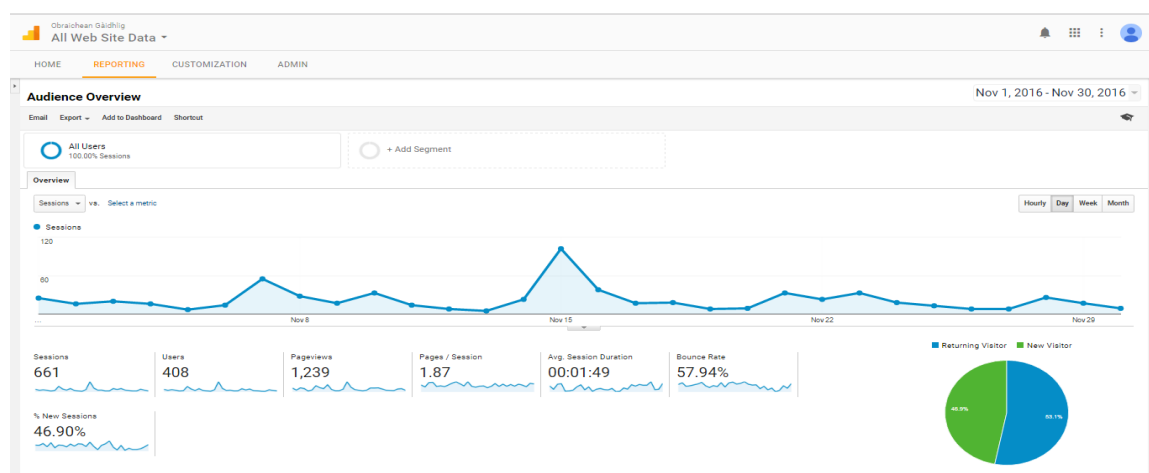
The project has thus far been entirely self-funded by the Editor, with all website hosting, development and other costs being paid for entirely out of his account.

Obraichean Gàidhlig has been a great success in its' short time of being live, with over 90 different positions have being listed on the site and over 70 applications being made.

Social media following has increased by an average of 58% per month for Twitter and 25% per month for Facebook and our newsletter is succeeding too, growing 45% per month on average and maintaining high levels of engagement.

Obraichean Gàidhlig's website is being visited by over 400 people per month (figure 1), many of whom are returning visitors who check back regularly, and our social media reach is ensuring that thousands of people are finding about the latest Gaelic job openings, increasing the visibility and status of the language.

With improved features and increased marketing, the website's following and reach within the Gaelic community can increase and provide more value to the employers whose positions are advertised on the site and for those looking for work relating to the Gaelic language.



Dealbh 1 / Figure 1

Coileanadh amasan a' Bhùird

Tha sinn den bheachd gu bheil Obraichean Gàidhlig a choileanadh grunnan de na h-amasan a th' aig Bòrd na Gàidhlig airson leasachadh a chànain a tha sgrìobhte anns an stiùireadh airson an sgeama maoinachaidh "Taic Freumhan Coimhearsnachd" agus cuideachd anns am Plana Nàiseanta na Gàidhlig aig a' Bhòrd.

Tha sinn a' creidsinn gu bheil Obraichean Gàidhlig a' dèiligeadh ri na raointean leasachaidh coimhearsnachd agus àite-obrach a tha air an sgrìobhte anns am Plana Nàiseanta a' Bhùird (gu h-àraid builean 2 & 11) gu h-èifeachdaiche agus tha cuideachd cothrom ann airson gabhail a-steach agus a' toirt bhuidh air gach raon leasachaidh eile le bhith a chuir an àrd sanasan obrach a tha a' buntainn orra. Tha ruigsinneachd an làrach gu gach sgìre de choimhearsnachd na Gàidhlig ann an Alba a' ciallachadh gun e phròiseact le bhuidh farsaing a th' ann. Tha seo a' toirt an cothrom piseach a' toirt air chothroman obrach am measg na coimhearsnachd air fad, fhad 's a tha na h-obraichean air leth a th' air an sanasachd a' toirt bhuidh mòr air na buidhnean a tha gan chuir an àrd agus na choimhearsnachdan ionadail anns a bheil iad.

'S urrainn do Obraichean Gàidhlig pàirt a ghabhail ann an ath-bheothachadh coimhearsnachd na Gàidhlig, leis a' mhargaid obrach do luchd-labhairt na Gàidhlig na phàirt chudromach do innleachdan phlanaidh chànain airson cleachdadh na Gàidhlig a bhrosnachadh. Mus do chaidh an làrach air bhog, bha e fada na bu dhuilghe obraichean Gàidhlig a' lorg agus bhiodh e a' toirt barrachd ùine chothroman a' lorg agus cha robh mòran taic ann air loidhne. A-nis, tha Obraichean Gàidhlig a' cruinneachadh na sanasan obrach ri chèile agus a' leigeil le dhaoine le uidh ann an obraichean Gàidhlig gan fhaicinn gu furasta agus ag ionnsachadh mu dheidhinn nan chothroman as ùra gu tric.

Tha sinn a' creidsinn gu bheil ar seirbheis mar thà air a bhith na feart mòr ann a bhith a' toirt air daoine tagraidhean a chuir a-steach airson obraichean – a' ciallachadh gu bheil fastaichean nas soirbheachaile buileach ann a bhith a' lorg cosnaichean ach cuideachd gu bheil barrachd co-fharpais ann airson gach obair, 's mar sin a' cur ris an inbhe aig a' mhargaid obraich agus àite-obrach na Gàidhlig.

Dh' fhaodar leasachadh na goireasan againn cuideachd a chur ris an taic againn bho taobh a-muigh coimhearsnachd na Gàidhlig, leis na chothroman obrach a' toirt brosnachadh do dhaoine an cànan ionnsachadh 's sluagh a chànain a' fàs.

Sa chumantas, tha sinn a' creidsinn gum b' urrainn Obraichean Gàidhlig a bhith aig cnag na cùise ann a bhith a' toirt piseach air margaid-obraich na Gàidhlig, agus mar sin coimhearsnachd na Gàidhlig cuideachd, ach feumar leasachadh airson an cothrom seo a ghabhail.

Fulfilling the Bòrd's aims

We believe that the Obraichean Gàidhlig project fulfils many of Bòrd na Gàidhlig's aims for the development of the language as set out in the guidelines for the "Taic Freumhan Coimhearsnachd" funding scheme as well as the Bòrd's National Gaelic Language Plan.

We feel that Obraichean Gàidhlig addresses the communities and workplace areas of development as identified by the Bòrd's National Plan ([specifically outcomes 2 & 11](#)) effectively, and has potential to also include and influence all other areas of development by posting job advertisements related to them. The website's accessibility to all areas of Gaelic society in Scotland make it a far-reaching project with potential to improve job prospects across the Gaelic community, whilst the individual positions advertised contribute immensely to the advertising organisations and local areas they serve.

Obraichean Gàidhlig can provide a vital role in the Gaelic community's revival, as the job market for Gaelic speakers is a crucial area of the language's development strategies to increase the use of Gaelic. Before the site launched, finding Gaelic jobs was a much more difficult task requiring much more effort in locating available opportunities and no real support available online. Now, Obraichean Gàidhlig rounds-up all job listings allowing anyone with an interest in Gaelic jobs to see easily what's available and be notified of new positions.

We believe that our service has already been a key factor in driving applications for jobs – not only meaning that employers have more success in finding candidates, but also meaning that there is more competition for individual positions, therefore enhancing the quality of the labour market and the Gaelic workplace.

We also believe that further development of our services can broaden our appeal outwith the Gaelic community, with job opportunities providing an incentive for people to learn the language and increase its' speaker-base.

All-in-all, we believe that Obraichean Gàidhlig can play an important part in improving the Gaelic jobs market, and in so doing the Gaelic community as a whole – but improvement is needed to capitalise on its' potential.

Amasan 's molaidhean cosgais

'S e an t-amas againn leis an tabhartas seo dèanamh cinnteach gum b' urrainn Obraichean Gàidhlig a' cumail a' fàs am measg a' choimhearsnachd Gàidhlig le bhith a' meudachadh an raon aige agus a' leasachadh goireasan na làraich airson barrachd eadar-obrachadh a bhrosnachadh eadar an dà chuid fastaichean 's luchd-iarrtas.

Bidh seo cuideachd a' dèanamh cinnteach gu bheil Obraichean Gàidhlig fhathast na iomairt ùr-nòsach digiteach a tha a chur feumalachdan na coimhearsnachd Gàidhlig aig cnag na cùise agus sealltainn an comas airson iomairtean air loidhne eile a tha a' cleachdadh a' chànain.

Tha na molaidhean cosgais againn airson am bliadhna ri tighinn air an roinn eadar cosgaisean na làraich, cosgaisean leasachaidh agus cosgaisean margaidheachd, ann an òrdugh prìomhachas. Bheireadh seo an cothrom do Obraichean Gàidhlig an àite aige sa choimhearsnachd a steidheachadh airson na bliadhnaichean ri tighinn agus airson mìltean de luchd-labhairt na Gàidhlig a chuideachadh le goireasan ùra.

Tha cosgaisean na làraich a' buntainn ri na cosgaisean airson an làrach a' cumail a' dol 's an làthaireachd a th' aige an-dràsta a chumail.

Tha cosgaisean leasachaidh a' mìneachadh raointean far am b' urrainn do phiseach a' tighinn dhan làraich airson seirbheis na b' fheàrr a dhèanamh dhan dà chuid fastaichean 's luchd-iarrtas. Nì seo am pròiseas obraichean a' lorg, a' dèanamh tagradh air an son 's a shanasachd nas fhasa buileach.

Tha cosgaisean margaidheachd a' toirt a-steach dòighean an raon aig Obraichean Gàidhlig a' leudachadh barrachd air na th' aige an-dràsta 's a' dèanamh cinnteach gu bheil eòlas 's cothrom aig daoine na seirbheisean a thathar a' libhrigeadh a chleachdadh.

Tha na cosgaisean air a bhith am prìomhachadh anns an dòigh seo air sgàth 's gu bheil cosgaisean na làrach bunaiteach do dh' Obraichean Gàidhlig a bhith air loidhne agus mur an robh iad ann cha bhiodh geall gum b' urrainn dha cumail a' dol.

Chan eil na cosgaisean leasachaidh riatanach ach bhiodh iad a' toirt seirbheis fada na b' fheàrr agus bhiodh na cosgaisean margaidheachd a' dèanamh mòran feum airson Obraichean Gàidhlig a bhrosnachadh anns a' choimhearsnachd Gàidhlig. Bidh na cosgaisean leasachaidh cuideachd air leth, agus mar sin 's dòcha nach bi feum air a leithid ann am bliadhnaichean ri tighinn ma tha an làrach air an glèidheadh gu dìoghalta.

Tha na cosgaisean margaidheachd cuideachd neo-riatanach, ach bheireadh iad an cothrom mòran bhuidhean a' toirt air coimhearsnachd na Gàidhlig ann an dòigh a bhiodh a' dèanamh barrachd buannachd na tha an làrach a' dèanamh mar thà.

Tha sinn mar thà air dòighean ùra airgead toirt a-steach dhan làrach a rannsachadh leithid a' dol an sàs ann an lionnra sanasachd air-loidhne. Tha sinn an dùil cothroman eile a rannsachadh leithid a bhith a' reic sanasan air do bhuidhnean aig a bheil ùidh, 's

cuideachd ag iarraidh airgid bho fastaichean a tha airson an stòr-dàta CV a bhios sinn a' cur ri chèile a chleachdadh.

Tha sinn den bheachd gum bi an stòr-dàta chùntas-beatha gu math soirbheachail, air sgath 's gun toir e an cothrom do dhaoine le sgilean Gàidhlig a bhith fèilleil do fhastaichean agus nì seo am pròiseas lorg obrach nas fhasa 's na thàladh do dhaoine a tha airson Gàidhlig ionnsachadh. Tha an amas againn le seo a bhith coltach ris an "LinkedIn airson na Gàidhlig", 's an coimhearsnachd-obrach Gàidhlig a thogail air loidhne ann an dòigh a bhios a' toirt buannachdan mòra dhan dà chuid chompanaidhean 's dhaoine.

San àm ri teachd, leigidh sinn le fastaichean "sanas feabhasach" a cheannach a bheireadh cothrom sanasachd tron chuairt litir againn, ar chunntasan air meadhanan sòisealta 's cuideachd sanasan pàighte air Facebook 's Google.

Tha na planaichean airson na ghoireasan seo an urra ri maoineachadh leasachaidh air a bhith an toirt seachad.

Air eagal 's nach libhrigear a mhaoineachaidh air fad, cuiridh sinn a mhaoineachaidh dha na chosgaisean riatanach sa chiad dol a-mach agus an uair sin bidh maoineachadh sam bith a th' air fhàgail air an roinn eadar cosgaisean leasachaidh 's margaidheachd airson a dhèanamh cinnteach gu bheil piseach a' tighinn 's na dà chuid dhuibh.

Chan eil na h-iomairtean air na meadhanan sòisealta leithid Facebook, Twitter 's LinkedIn air gabhail a-steach anns na mholaidhean seo, agus cuideachd chan eil an ùine air an cosg leis an deasaiche a' lorg, a chur na h-obraichean an àrd air an làrach, a cuir bhrathan air na meadhanan sòisealta, cruthachadh na chuairt-litrichean 's glèidheadh 's leasachadh na làrach air an gabhail a-steach idir. Dh' fhaod na iomairtean seo a' gabhail 15 uair san seachdain a chur air dòigh. Cuideachd, cuiridh Obraichean Gàidhlig aithisg a-mach anns an Lùnastal 2017 air na h-obraichean a chaidh a shanasachd anns am bliadhna roimhe, 's a' toirt iomradh air neart am margaid obrach Gàidhlig aig an àm.

Tha sinn den bheachd gu bheil na molaidhean chosgais seo reusanta agus gum bi iad a' toirt air leasachadh mhòr do sheirbheis Obraichean Gàidhlig do choimhearsnachd na Gàidhlig agus gum bi e na dheagh thasgadh ann am feart ùr-nòsach 's cudromach do shaoghail digiteach na Ghàidhlig.

Co-dhiù no co-dheth, bhithinn airson obrachadh cho dlùth 's a 's urrainn dhuinn le Bhòrd na Gàidhlig airson oidhirpean a cho-òrdanachadh airson chothroman obrach do luchd-labhairt na Gàidhlig. Dhèanadh sin cinnteach gum bi na chothroman a th' ann air an soillseachadh dhan sluagh as motha a ghabhas.

Tha sinn ag amas air trafaig dhan làrach a dùblachadh bho 400 gach mhìos gu 800 gach mhìos.

Tha sinn cuideachd ag amas air 60 daoine a thàladh dhan stòr-dàta CV againn sa bhliadhna, 's airson gum bi 2 tagraichean airson gach obair a thèid a sanasachd air an làrach againn.

Tha sinn cuideachd airson cumail oirnn leis am meudachadh a th' againn air na meadhanan sòisealta 's sa chuart-litir againn, leis an èisneachd a' mheudachadh 10% gach mhìos.

Tha gu bheil bòrd obraichean ann airson na Ghàidhlig a-mhàin a' sealltainn an doimhneachd 's caochladh chothroman a th' aig a' mhargaid obrach Ghàidhlig. 'S e samhla de inbhe 's leasachadh a th' ann a dh' fhaodadh a' fàs fhad 's a tha innleachdan leasaichean eile a' tighinn gu bàrr. Tha sinn an dòchas gum bi am Bòrd a' faicinn an luach a dh' fhaodadh a bhith aig Oبراichean Gàidhlig 's tha iad deònach taic a chur dhuinn.

Aims and spending proposals

Our aim with this funding application is to ensure Obraichean Gàidhlig's continued growth within the Gaelic community by expanding its' reach and improving the functionality of the website to ensure more engagement among employers and applicants alike.

This will also ensure that Obraichean Gàidhlig continues to be an innovative digital platform that puts the needs of the Gaelic community at its' heart, showing the potential for other online ventures using the language.

Our spending proposals for the upcoming year are broken down into website costs, development costs and marketing costs, in respective order of priority. This investment would allow for Obraichean Gàidhlig to establish its' position in the community for years to come, as well as develop new features that could provide benefit for many thousands of Gaelic speakers.

Website costs in general relate to the costs of the website's upkeep and maintaining its' presence online as it is now.

Development costs detail areas in which the website can be improved to provide an enhanced service to both employers and applicants so that the process of finding, applying and posting jobs is easier.

Marketing costs include ways of increasing Obraichean Gàidhlig's reach beyond its' current online audience and ensuring that as many people as possible have knowledge and access to the services being provided.

The costs have been prioritised in such a way because website costs are essential to Obraichean Gàidhlig remaining online, without which there is no guarantee the site can remain online.

Development costs are non-essential but would provide a greatly improved service and marketing costs are non-essential but would be able to improve the function of Obraichean Gàidhlig within the Gaelic community. These development costs also have the benefit of being largely one-off, and may not need to be addressed in future years if the website is sufficiently maintained.

Marketing costs are also non-essential, but would bring an opportunity to greatly influence the Gaelic community in a larger way than the website can do at present.

We have already begun introducing new revenue streams by allowing advertising on through a suitable online advertising network. We will look offer further advertising opportunities to relevant parties as well as charging employers for access to any CV database built up through Obraichean Gàidhlig.

We believe the CV database can be extremely successful, as it will allow those with skills in the Gaelic language to be sought out for their abilities by employers and make the ease of finding a Gaelic-related job an attractive proposition for those looking to learn the language. Our aim with this feature is to position ourselves as the “LinkedIn for Gaelic”, with the Gaelic jobs community being built online in a way that provides major benefits for companies and people alike.

In future we will also allow for employers to purchase an “enhanced listing”, which will include dedicate promotion through our newsletter, social media channels as well as through paid Facebook and Google advertising.

Plans for these elements of Oبراichean Gàidhlig’s development would be contingent upon development funding being allocated.

In the event of full funding not being provided, we will devote all possible funds to cover the essential costs and then apportion any remaining funding between development and marketing costs to ensure that progress is being made on both fronts.

Not included in these costs are the current social media campaigns on Facebook, Twitter and LinkedIn or the time spent by the editor on locating and posting jobs, updating social media and general maintenance and development of the site – which all-in-all could amount to over 15 hours per week. Oبراichean Gàidhlig will also publish a report in August 2017 detailing the jobs that have been advertised in the past year and providing a summary of the strength of the Gaelic jobs market.

We believe these spending proposals are fair and will result in a large-scale expansion of Oبراichean Gàidhlig’s service to the Gaelic community and will provide a fantastic investment in an innovative and important part of Gaelic’s digital landscape.

In any case, we would like to work as closely as possible with Bòrd na Gàidhlig to co-ordinate any possible efforts to enhance job prospects for Gaelic speakers. This would ensure that the opportunities that exist are being highlighted to as many people as possible.

We aim to increase the monthly traffic to the website two-fold, from around 400 users per month to 800 per month.

We aim to register a community of up to 60 jobseekers on our site through our CV database and to ensure that each job position listed on our site receives at least 2 applications.

We also aim to continue our social media and newsletter growth rate of an average of 10% per month.

Having a dedicated jobs board for Gaelic-related positions is a resource that can show the depth and variety of the Gaelic job market, and it is a sign of status and growth that

can continue to improve as other development strategies come to fruition, and we hope that the Bòrd see the potential value of Obraichean Gàidhlig and are willing to contribute.

Cosgaisean na Làraich / Website costs

Hosting

Hosting is required to maintain the website online. Currently, hosting is shared on a plan along with the editor's own personal website, allowing for a discount to be made on the total hosting costs.

This proposal sets out that Odraichean Gàidhlig will be responsible for half of this total hosting bill, with the other half being paid by entirely by the editor.

Estimated Cost – £73.56 (Recurring annually)

Source: <https://my.justhost.com/cgi/help/price>

Domain

The domain is the website (www.obraichean.co.uk) where Odraichean Gàidhlig is located.

The domain must be renewed each year to maintain access to the website at that address.

Estimated Cost – £13.07 (Recurring annually)

Source: <https://my.justhost.com/cgi/help/price>

SSL

An SSL certificate allows communication between a user and a website to be encrypted, allowing for greater security.

Odraichean Gàidhlig believes that security is paramount when processing the information of applicants and that is why we wish to use SSL on our website – which will improve the site's capability to deliver its' present service and also in future when we aim to host applicants' CVs and allow for employers to host their own custom online application forms on our website.

Estimated Cost – £125.04 (Recurring annually)

Source: <https://my.justhost.com/cgi/help/price>

Cosgaisean Leasachaidh / Development costs

Plugin bundle

The WP Job Manager 'plugin' is responsible for the jobs board listing available on the website. With a license to purchase more of the add-ons for this 'plugin', Obraichean Gàidhlig can become more feature rich with new opportunities including, but not limited to:

- Job bookmarking
- Customisable personal job alerts
- CV creation / management (with a view to creating a database for candidates to offer their CV proactively to prospective employers)
- New application methods (via XING/Facebook)
- Improved application management
- An embeddable widget that can be used to promote jobs on other websites
- The ability to charge for job ads, other advertisements or access to a potential CV database

Estimated Cost – £101.95 (\$125) (Recurring annually)

Source: <https://wpjobmanager.com/add-ons/bundle/>

Social Features

Adding social features with the help of WordPress plugins such as BuddyPress would allow users to take full advantage of the new features of the website and to enhance engagement between employers and applicants.

Integrating these social features with our jobs board would create a more powerful platform from which the Gaelic jobs market could showcase itself and grow by creating strong connections within the community and employers.

Estimated Cost – £79.93 (\$99) (Non-recurring)

Sources: <https://shop.opentuteplus.com/product/buddypress-job-manager-plugin/>
<http://sensibleplugins.com/downloads/>

Multi-lingual Support

Obraichean Gàidhlig can become multi-lingual with the help of the WPML WordPress plugin, allowing for pages, menus, widgets and other interactive elements to be displayed in Gaelic or English depending on the user's choice.

Having a lifetime licence for WPML would allow Obraichean Gàidhlig to cater to user's preferences and allow for a more professional and user-friendly experience when using the site for employers and applicants alike.

Estimated Cost – £159.05 (\$195) (Non-recurring)

Source: <https://wpml.org/purchase/>

App

An app would allow users to browse Obraichean Gàidhlig in a more user-friendly way on their smartphones, and allow for them to receive instant notifications when a new job listing becomes available.

The development of an app would be made possible via a connection between app software and the WordPress site. The app would then need to be distributed through the app stores of Apple and Google, for iOS and Android devices respectively, which requires membership fees for both of those stores.

Estimated Cost – £141.10 (\$173) (£78.02 (\$99) recurring annually)

Sources: <https://comelite.net/product/wordpress-job-manager-app/>

Cosgaisean Margaidheachd / Marketing costs

MailChimp

MailChimp allows Obraichean Gàidhlig to develop email lists and send out multiple emails a week to this list so that the community can be notified of new jobs that are becoming available and job listings that are soon to close for new applications.

Upgrading to a MailChimp Paid account would allow us to take advantage of extra features such as automated emails, for instance when a new user signs up or applies for a job, and advanced segmenting of the list to allow us to tailor our emails to individuals' preferences, which would create stronger engagement with the site.

Estimated Cost – £97.88 (\$120) (Recurring annually)

Source: <https://mailchimp.com/pricing/growing-business/>

Mail-out

To enhance the visibility and the community's awareness of Obraichean Gàidhlig, we propose two mail-out campaigns through the year with posters and leaflets highlighting the service provided by Obraichean Gàidhlig.

These campaigns will target schools, colleges, universities, libraries, community centres and events within Gaelic speaking communities to ensure that the opportunities available on the site are being highlighted to those that are in a position to take them.

Costs include the design, publication and mailing of these two mail-outs – with the intention of being delivered in April and September of 2017.

Estimated Cost – £300

Advertising

A discretionary advertising budget would also allow Obraichean Gàidhlig to capitalise on both print and digital advertising to highlight the website to relevant audiences and improve upon application rates for job postings.

Possible advertising methods include, but are not limited to: Google AdWords, Facebook Ads, Twitter Ads, Press & Journal, Ross-Shire Journal, West Highland Free Press, Stornoway Gazette.

Estimated Cost – £300

Moladh Iomradh Buidseat / Proposed Budget overview

ITEM	2017-18 COST
Hosting	£73.56
Domain	£13.07
SSL	£125.04
Website	£211.67
Plugin Bundle*	£102.35
Social Features*	£80.24
Multi-lingual support*	£159.67
App*	£141.61
Development	£483.92
MailChimp*	£98.26
Mail-out	£300.00
Ads	£300.00
Marketing	£698.26
TOTAL	£1,393.85
REQUESTED FUNDING (80% of total)	£1,115.08

** Includes prices converted from US Dollars to Pounds at an exchange rate of £1 = \$1.221 (accurate at time of publication).*

Loidhne-tìm a' Phròiseact / Project Timeline

	April	May	June	July	August	September	October	November	December	January	February	March
SSL	COMPLETE											
Job Bookmarking	Start	COMPLETE		Review								
Job Alerts	Start	COMPLETE		Review								
CV Database			Start			COMPLETE			Review			
Improved Applications				Start	COMPLETE			Review				
Job listing widget		COMPLETE										
Job boosting	Start		COMPLETE				Review					
Social features					Start		COMPLETE			Review		
Multi-lingual support		Start		COMPLETE								
App Development							Start		COMPLETE		Review	
Mail-out	FIRST						SECOND					
Report				Start	COMPLETE							
Advertising						CONTINUOUS						
Social Media						CONTINUOUS						
Newsletter						CONTINUOUS						
Web maintenance						CONTINUOUS						

 Web Development

 Marketing