

# Gaelic Development Officer



## Job Description

JOB TITLE	Gaelic Development Officer
SALARY	JFC 2 £23,700 to £26,250
HOURS	Monday to Friday 9am to 5pm - 35 hours per week
DIRECTORATE	Digital & Smart-Tech Directorate
LOCATION	Young Scot, Rosebery House, 9 Haymarket Terrace, Edinburgh EH12 5EZ
REPORTS TO	Content Editor

## Job Purpose

This post will be responsible for developing and delivering a dedicated, innovative Gaelic digital resource; to include digital and social content, discounts, rewards opportunities and entitlements for young people using the Young Scot National Entitlement Card.

Hosted on Young.Scot and launched to celebrate the Year of Young People 2018, the resource will connect young people to opportunities to engage with the Gaelic language, culture and heritage, whilst ensuring that information on core Young Scot services is available in written format for the Gaelic audience.

The project will provide a platform for existing networks, support and develop connections to spaces and activities for young speakers to grow their skills and stimulate new pathways, whilst supporting learning, understanding and engagement for non-Gaelic speakers.

The project has been funded by Bòrd na Gàidhlig, supporting their National Gaelic Language Plan to promote, increase use and learning of the language. Bòrd na Gàidhlig will support the project through membership of a project steering group, to also include MG Alba.

### Key Responsibilities

- Work with the wider Young Scot Insight Service team to gather insight from young Gaelic and non-Gaelic speaking Scots on their experiences and attitudes connected to the Gaelic language, culture and heritage
- Utilise insight gathered to support the establishment of a partnership network. This will support the development of content and connect to opportunities across platforms and services, support Gaelic and non-Gaelic speakers to engage in online and offline learning, create spaces to speak the language and engage in cultural activities
  - To identify and develop relationships with external organisations and stakeholders
  - To work with the wider Young Scot Digital Content team to develop a dedicated digital resource on [www.young.scot](http://www.young.scot) platform, including content creation and curation
  - To work with partners to identify young people to develop digital content (in particular video/vlogs)
  - To develop and execute effective social media campaigns across a wide range of platforms including Snapchat, Instagram and YouTube
  - To work with the wider Young Scot Rewards and Entitlements team to develop a suite of dedicated discounts and reward activities/opportunities
- Explore feasibility around exclusive opportunities for Gaelic speakers available through the Young Scot National Entitlement Card, including care experienced Gaelic speakers
- To plan, manage and deliver the project in line with grant milestones and outcomes
- To promote the dedicated resource and content via emerging and established online/offline networks
- To work collaboratively with other Young Scot staff on projects that cut across team responsibilities
- To carry out other duties as requested by the Content Editor

## Job Description: Gaelic Development Officer



### Person Specification

	QUALITY: ESSENTIAL (E); DESIRABLE (D)	ASSESSMENT METHOD
QUALIFICATIONS	<ul style="list-style-type: none"> <li>Educated to Degree standard or equivalent relevant experience (E)</li> <li>Fluency in Gaelic (speaking, reading and writing) (E)</li> </ul>	<ul style="list-style-type: none"> <li>Application</li> </ul>
EXPERIENCE	<ul style="list-style-type: none"> <li>Experience of building relationships with stakeholders and young people (E)</li> <li>Experience of creating written content in Gaelic and English (E)</li> <li>Experience of developing engagement opportunities (D)</li> <li>Experience of digital information and communication tools such as video editing and social media (D)</li> <li>Experience of working with content management systems (D)</li> <li>Understanding of public policy related to young people (D)</li> <li>Experience of using data analysis tools/using data to inform change (D)</li> <li>Experience of marketing (D)</li> <li>Experience of updating websites (D)</li> <li>Experience of digital media (D)</li> <li>Experience of working effectively in a team and leading on own initiative (E)</li> <li>Valid driving license (D)</li> </ul>	<ul style="list-style-type: none"> <li>Application</li> <li>Interview</li> <li>Task</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>Ability to think creatively and to communicate creative ideas to others (E)</li> <li>Ability to pick up new tools quickly and adapt to unforeseen circumstances (E)</li> <li>Attention to detail and to seek the highest visual standard (E)</li> <li>Excellent ability to work across teams (E)</li> <li>Excellent digital and information technology skills (E)</li> <li>Excellent written and oral communication skills (E)</li> </ul>	<ul style="list-style-type: none"> <li>Application</li> <li>Interview</li> </ul>

COMPETENCIES	ASSESSMENT METHOD
<p>Achieving excellence Level 2</p> <p><b>SETS AND MEETS CHALLENGING GOALS AND SEEKS LONG TERM IMPROVEMENT</b></p> <p>Achieves significant progress in the long term, wider performance of the organisation. Constantly reviews own objectives to ensure they support the organisation's long-term strategic aims. Will go above and beyond when</p>	<ul style="list-style-type: none"> <li>Application</li> <li>Interview</li> </ul>

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needed. Is prepared to stand by difficult or challenging decisions. Looks for and gets new responsibilities.	
<p>Understanding Issues &amp; Finding Solutions – Level 2</p> <p><b>ADAPTS EXISTING APPROACH, AND LOOKS AHEAD</b></p> <p>Identifies and exploits opportunities in the short-term. Applies one's own knowledge and expertise to developing new approaches to exploiting these. Looks at the opportunities and identifies key issues and uses this to prioritise and plan.</p>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<p>Collaborating for Success – Level 3</p> <p><b>BUILDS RAPPORT AND ADDS VALUE</b></p> <p>Demonstrates awareness of the strategic importance of effective stakeholder relationships in, improving organisational delivery and in managing risk. Uses a planned approach to build positive relationships. Questions how this is adding value for the stakeholder and makes decisions with the stakeholder in mind.</p>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<p>Working with People – Level 2</p> <p><b>ROLE MODEL FOR EFFECTIVE LEADERSHIP</b></p> <p>Seeks high performance from others by setting example. Gives timely and specific feedback on what has been done well and where there is room for improvement. Helps individuals think through issues for themselves. Encourages and acts upon feedback to one's self.</p> <p>Proactively shares information and learning with colleagues. Addresses conflicts or issues within the team in a positive and open manner. Uses understanding of different interests and agendas to achieve positive outcomes. Maintains a positive approach and stays calm in all situations.</p>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<p>Ability to Adapt – Level 3</p> <p><b>ADAPTS TACTICS/APPROACH</b></p> <p>Identifies a pragmatic approach in order to get the job done quickly and effectively. Uses an awareness of the bigger picture along with common sense to interpret and implement policy.</p>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>