

**JOB APPLICATION PACK**



<b>Post</b>	Director of Strategy & External Affairs
<b>Reporting to</b>	Chief Executive
<b>Closing date</b>	4 December 2019, 5pm
<b>Interviews</b>	16 December 2019 – Glasgow 17 December 2019 - Stornoway



13 November 2019

Dear Applicant

**APPLICATION FOR EMPLOYMENT – DIRECTOR OF STRATEGY & EXTERNAL AFFAIRS**

Thank you for your interest in applying for the post of Director of Strategy & External Affairs.

This is an exciting new post at MG ALBA. It offers a unique opportunity to work with the board and senior management team as we look to secure the future of Gaelic media in a fast-changing world.

If you are good with people, with a track record of delivering results from stakeholder relations, and if you are a strategic thinker who is able to lead and inspire as we go through technology and culture transformation, we will be very interested to hear from you.

We have pleasure in enclosing this application pack for the vacancy.

To apply, please submit a covering letter and your CV detailing your skills, knowledge and capabilities, paying particular attention to the Person Specification. We welcome hearing about your competency and experiences from both employed and voluntary roles. If you would like an informal discussion on the role and the opportunity, please contact Claire Macleod, HR Adviser on [hr@mgalba.com](mailto:hr@mgalba.com) and we will arrange for a call at a mutually convenient time.

You should submit your application by 5pm on Wednesday 4 December 2019 to [hr@mgalba.com](mailto:hr@mgalba.com). Any applications received after this date unfortunately cannot be considered.

We will send confirmation of receipt of your application by 5pm on Thursday 5 December 2019.

Interviews will be held in Glasgow on 16 December and Stornoway on 17 December.

Le dùrachd



**Donald Campbell**  
CEO

## ABOUT US

### Who We Are

MG ALBA, Scotland's Gaelic Media Service, operates the Gaelic television channel **BBC ALBA** in partnership with the BBC. We are also responsible for [FilmG](#), in collaboration with Cànan Graphics Studio, and we deliver [LearnGaelic](#) in partnership with the BBC, Bòrd na Gàidhlig, Sabhal Mòr Ostaig and Bòrd na Ceiltis (Alba).

Our [Operational Plan for 2019/20](#) contains important information about our aims and objectives for this year.

### Where We Are

We are based in Stornoway, with a presence in Glasgow. The post can be based at either location. We also welcome applications from other locations with a view to working flexibly across office bases.



### Our Staff & Board

We employ 38 [staff](#) and have a [Board](#) of 9 members.

### Working Environment

We work with an honest, open, interactive and collaborative approach. Everyone in our team is treated as an equal whose opinion counts. We all share as much information as possible so that all colleagues know how we are performing, how we all contribute to that and how we can be even better at what we do.



We are proud to have achieved external accreditation from *Broadcast Best Places to Work in TV* for four consecutive years (2016-2019), the Silver Award by *Investors in People* and the Gold Award for *Investors in Young People*. We are committed to ensuring the best health and wellbeing for our people and work with the *Healthy Working Lives Awards* to achieve this.

### Corporate Social Responsibilities

As an organisation, we are fully committed to our Corporate Social Responsibilities in a variety of ways including through our Environmental Policy, our Recruitment Policy and in-kind contributions to the community and charitable organisations. We regularly provide free of charge expertise and equipment to local fundraising events, charity balls, quiz evenings, awards ceremonies, and also assist with the production of charity promotional videos, coverage of charity sporting events, cultural and educational workshops and film/Mod events.

## THE POST

### Background

Gaelic media, like all other media, is undergoing significant change. This is both challenging and energising. You will have noticed how our media strategies are responding to meet those demands.

From your own experience, and from [Ofcom's research](#), you will know about the changes in media technology, brands and consumption habits. You will also be aware that our media exists within a framework of political and public sector support.

This post is about creating the foundations needed for our Gaelic media services to continue to succeed. It is about delivering on a strategy and securing the long-term stakeholder support required for a stable and sufficient funding base, and about harnessing goodwill, technology and innovation to find new ways of working in partnership with others.



### Person

Our ideal applicant will have two core qualities:

- You will be able to build strong relationships at a senior level, delivering a consistent programme of engagement that leads to long-term funding and governance stability; and
- You will understand how to bring about transformation through strategic leadership, both inside the organisation and outside it, inspiring and leading by example and through your clarity of thinking.

In addition to having an innovative and adaptable approach, you will be an engaging, motivating and influential communicator in a complex stakeholder environment.

### Purpose

You will take a leading role in the strategic development of Gaelic media. An early responsibility will be the creation of a renewed [Lèirsinn](#) (our 5-year Vision), which will require a high level of ongoing engagement with key partners such as the BBC, the Scottish Government, the UK Government and Ofcom.

As a member of the Sgioba Àrd-Stiùiridh (Senior Management Team), you will work closely and in shared purpose with the board and management, ensuring that the organisation's key role in Gaelic media is actively represented in the public and stakeholder domains.

You will also take a lead role in proposing and delivering strategies for transformation, contributing significantly to ongoing learning & development by the Board and colleagues as well as more widely through the development of agency and sector partnerships.

You will oversee a small but highly effective team with responsibility for external and internal corporate communications, media relations, corporate social media, corporate website, public affairs and stakeholder relations, parliamentary relations, events management, design and marketing for corporate purposes; delivery and development of IT and technology solutions; and learning and development.

You will be supported with specialist HR services contracted to the organisation.

## **APPLICATION INFORMATION**

### **Key Dates**

Applications Open	13 November 2019
Closing Date	4 December 2019, 5pm
Interviews	16 December (Glasgow) and 17 December (Stornoway)

### **Selection Process**

The selection process is outlined in the [MG ALBA Recruitment Policy](#).

### **Selection Panel**

The Chief Executive, the Chairman and members of the board and senior management will comprise the selection panel, supported by the HR Adviser. A two-stage interview process will be required.

### **Interview Expenses**

MG ALBA will reimburse reasonable travel and accommodation expenses incurred by applicants who require to travel to attend interview. All expense claims must be supported by receipt, and travel by air should be approved prior to booking by contacting [hr@mgalba.com](mailto:hr@mgalba.com)

### **Equal Opportunities Monitoring**

We are an equal opportunities employer and conduct monitoring on all recruitment and employment data. Please complete the enclosed monitoring form which is in line with current GDPR legislation.

### **Disabled Applicants**

Applications from disabled applicants are welcome and we participate in the Guaranteed Job Interview Scheme for applicants self-assessed as having a disability and who meet the minimum essential criteria for a job vacancy and to consider them on their abilities.

### **Referees**

2 referees will be required to be contacted upon acceptance of a conditional offer of employment. We will not contact referees without your consent.

### **Relationship to Board Member / Officer / Conflict of Interest**

Relationships to board or staff members, or any actual or perceived conflicts of interest should be disclosed in the application.

### **GDPR**

Personal data contained with your job application will be processed, retained and archived/destroyed in line with [MG ALBA's Privacy Notice](#).

## **MAIN TERMS AND CONDITIONS OF EMPLOYMENT SUMMARY**

<b>Grade</b>	Grade F
<b>Salary</b>	Negotiable, commensurate with experience and in line with public body director salary expectations
<b>Annual Leave</b>	25 days + 12 days public holiday
<b>Pension</b>	Defined Contribution Pension Scheme, MG ALBA contributes 10% of the basic annual salary, rising to 15% if the employee makes a contribution of 5%
<b>Death in Service</b>	4 x Annual Salary
<b>Other Benefits</b>	To encourage healthy lifestyles we offer a paid gym membership. We have family friendly & flexible working practices and offer a childcare voucher scheme

### **Occupational Sick Pay Scheme**

Up to two years' service	1-month full pay and 1 month half pay, in a rolling 12 month period
After 2 years' service	2 months' full pay/2 months' half pay in a rolling 12-month period
After 3 to 4 years' service	3 months' full pay/3 months' half pay in a rolling 12-month period
After 5 years' service	4 months' full pay/4 months' half pay in a rolling 12-month period

### **Learning & Development**

Each employee is required to have a Learning and Development plan which will enable them to become more effective in their job and fulfill their annual job objectives.

### **Gaelic**

Gaelic is the working language of MG ALBA. We encourage applicants who are either proficient in Gaelic or who demonstrate a willingness to engage with Gaelic and progress towards proficiency. Support will be given to all candidates who wish to develop their engagement with Gaelic.

### **Further Information**

For an informal discussion about any aspect of this role please contact [hr@mgalba.com](mailto:hr@mgalba.com) and we will arrange for a call at a mutually convenient time.

## JOB DESCRIPTION

Job Title	Director of Strategy & External Affairs	Grade	F	Weekly Hours	37
<b>Objective</b>	<ul style="list-style-type: none"> <li>To take the strategic lead on the renewal of our Lèirsinn and long-term strategy, including responsibility for its implementation, and to report on progress towards targets</li> <li>To lead activity across key partner relationships, including BBC, Scottish Government, UK Government, Ofcom and other bodies to achieve funding and governance stability for MG ALBA</li> <li>To take the lead strategic role across the organisation in developing MG ALBA's capacity and capability, including technology and digital innovation, in line with key partner relationships</li> </ul>				
<b>Accountable to</b>	<ul style="list-style-type: none"> <li>Chief Executive</li> </ul>				
<b>Responsible for</b>	<ul style="list-style-type: none"> <li>Lèirsinn and long-term corporate strategy</li> <li>Stakeholder engagement strategy and budget</li> <li>Line management of staff</li> <li>Brands, corporate website and social media platforms</li> <li>Technology strategy</li> </ul>				
<b>Working relationships</b>	<p>The post-holder will report to the CEO. The post holder will be responsible for line managing a team</p> <p>The post-holder will work on a daily basis with the CEO and senior management team and other senior decision-makers, as well as with colleagues across the organisation</p> <p>The post-holder must have excellent working relationships with MG ALBA chair and board</p> <p>The post-holder will work closely with external advisers, stakeholders in the public and political domain and partners, including senior executives of the BBC, Ofcom, the Scottish Government, the UK Government and public bodies and agencies supporting the screen sector</p>				
<b>Key result areas</b>	<p>The post holder will make a significant contribution to delivering on the following key result areas:</p> <ul style="list-style-type: none"> <li>Stakeholder awareness and support for Gaelic media and for MG ALBA's strategic objectives, leading to (a) a stable funding and governance base and (b) effective partnerships which bring investment into priority areas</li> <li>A revised <i>Lèirsinn</i> (Vision) for the medium term, followed up by effective monitoring and renewal as required</li> <li>Transformational change across the organisation, including through technology and innovation</li> <li>High quality corporate communications</li> <li>New approaches to accessing external funding and taking advantage of fiscal incentives, leading to increased investment in key areas of Gaelic media infrastructure, sectoral and language development</li> </ul>				
<b>Time horizon</b>	Permanent				



## PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications / Experience</b>	<ul style="list-style-type: none"> <li>Degree qualification or equivalent related industry experience</li> <li>Stakeholder / relationship management experience of 3 years or more</li> <li>Strategic development / delivery experience of 3 years or more</li> </ul>	<ul style="list-style-type: none"> <li>Chartered or professional qualification</li> <li>Commercial, Technical or Business Development Director experience</li> <li>Successful career showing evidence of progression within a senior management role</li> <li>Proven team and people leadership experience</li> <li>Business succession</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Funding and governance models</li> <li>Relationship &amp; stakeholder management</li> <li>Strategic planning and development</li> <li>Technology development opportunities from a business context</li> </ul>	<ul style="list-style-type: none"> <li>Gaelic media sector</li> <li>Local and national government</li> <li>Collaborative and partnership working approaches</li> <li>Creating, communicating and developing vision through to business planning and policy development</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>People and relationship development</li> <li>Team leadership</li> <li>Interpersonal and communication</li> <li>Presentation and public speaking</li> <li>PR &amp; media communication</li> <li>Representation and lobbying</li> <li>Organisational and planning</li> <li>Negotiation and influence</li> <li>Problem solving</li> <li>Managing up</li> <li>Time management</li> <li>Budget management</li> <li>Board reporting and interaction</li> </ul>	<ul style="list-style-type: none"> <li>Coaching / mentoring</li> <li>Innovation / project development</li> <li>Change management</li> <li>Personal resilience</li> </ul>
<b>Language Requirement</b>	<ul style="list-style-type: none"> <li>Gaelic learner / commitment to engage with learning</li> </ul>	<ul style="list-style-type: none"> <li>Fluent Gaelic speaker/writer</li> </ul>
<b>Behavioural</b>	<ul style="list-style-type: none"> <li>Team player</li> <li>Role model</li> <li>'Can do' attitude, empathetic</li> <li>Consultative</li> <li>Decisive</li> <li>Instills integrity and trust</li> <li>Inspires colleagues</li> </ul>	