



## Recruitment Pack: Social Media & Content Creator – Seachdain na Gàidhlig

### Background Information

With support from Bòrd na Gàidhlig, Hands Up for Trad will facilitate and present **Seachdain na Gàidhlig**, a brand new initiative that brings together stakeholders, partners, the Press, Schools, social media influencers, participants and audiences from across the world to celebrate our Gaelic language. **Seachdain na Gàidhlig** will include a coordinated network of activities taking place across Scotland and also internationally in the weeks leading up to and including **23rd - 27th March 2022**

**Seachdain na Gàidhlig** is the first official Gaelic language and culture week to be held in Scotland. Similar to *Seachdain na Gaeilge* in Ireland and *Mios nan Gàidheal* in Cape Breton, the week aims to promote Gaelic for all, with official events and community initiatives. It will provide the opportunity for both Gaelic speakers and those without the language to take part in a way that suits them, both here in Scotland and further afield.

Established to promote and develop Gaelic language and culture, **Seachdain na Gàidhlig's** three main aims are:

- Increased uptake and participation in Gaelic Language usage
- Increase the learning of Gaelic
- Promote a positive image of Gaelic

The week will contain two main strands: an Official Programme of Events, containing a timetabled programme of organised interviews, performances and conversations, executed in partnership with collaborators from across a range of sectors. These will be a mixture of in person and online events (Covid-19 restrictions dependent) that will provide a platform for Gaelic speakers to connect with wider actual and virtual communities. This will be accompanied by a programme of local events, supported by a tool kit of resources, that will allow community groups, local authorities, schools, libraries and various organisations to become involved at community level.

### Role Summary

This is an exciting opportunity for a Social Media Content Creator to be part of this brand new initiative.

The successful applicant will work closely with Joy Dunlop (**Seachdain na Gàidhlig's** Director) Chris Hunt (**Seachdain na Gàidhlig's** Marketing Manager) and Persephone Nichol-Bose (Hands Up for Trad's Development Manager) and will utilise a full range of contacts, creativity, design and digital skills in assisting the project marketing, helping to drive **Seachdain na Gàidhlig** forward in 2022.

## Responsibilities

1. To identify a short list of strategic individuals to interview for social media content and videos, with guidance from the **Seachdain na Gàidhlig** director.
2. To create content to promote the project key messages and dates, driving audiences towards it.
3. To travel and do interviews, and create short and long form pieces, including Reels, Stories and Grid posts to advertise the content.
4. To share, drive and reply to content interactions.
5. To support social media activity, for example posting key news or info-graphics and images.
6. Knowledge on accessibility for social media content, and a working knowledge and understanding of E.D.I. (Equality, Diversity & Inclusion) are essential.
7. Assist The Director and team, to deliver **Seachdain na Gàidhlig**, working with high level partners and organisations through to community groups and individuals.
8. Establish and maintain contact with Gaelic speakers across Scotland, providing them with information about **Seachdain na Gàidhlig**.
9. Translation can be provided but would be beneficial for a wide range of copy and text, including promotional and press materials (English - Gaelic/Gaelic - English).
10. Attend regular meetings as required and feedback progress regularly to Hands Up for Trad team.
11. Help deliver **Seachdain na Gàidhlig's** marketing and audience development activities including assisting in the delivery of digital campaigns as directed.
12. Capture Content audience statistics, across channels throughout the campaign e.g., Story, Reel, Twitter, and Posts.
13. Identify any additional opportunities and ideas which can benefit the team and the project.
14. Contribute towards evaluation reports and documents.

## Skills and Experience

1. A fluent Gaelic speaker with excellent, consistent bi-lingual verbal and written communication skills.
2. Able to demonstrate and maintain a passion for and an informed creative response to **Seachdain na Gàidhlig**.
3. Excellent contacts across a broad range of Gaelic speaking communities and industries.

4. Ability to collaborate within a small team and work proactively and flexibly often to tight deadlines.
5. Experienced with social media, digital technology and its uses in marketing and audience and project development.
6. Excellent planning and organisational skills and IT skills.

## Job Details

Title: Social Media Content Creator

Reports to: the Director

Key Relationships: The Director, Marketing Manager and Development Manager

Type of Contract: Freelance

Place of Work: at home

Fee: £3,000 including VAT & costs

Payment Schedule:

1. Divided monthly or to be agreed
2. On conclusion of project and evaluation to be agreed

## Key Dates

Start: January 2022

Exclusive availability: 23<sup>rd</sup> -27<sup>th</sup> March

Evaluation: April 2022

## How to apply

Please email a copy of your most recent CV, along with a 2 copies of a supporting letter (500 words - 1 written in Gaelic and 1 written in English) to [persephone@handsupfortrad.co.uk](mailto:persephone@handsupfortrad.co.uk). Closing date - **Friday 3<sup>rd</sup> December**.

Your supporting letter should cover:

1. What interests you about **Seachdain na Gàidhlig** and why you feel this project is important?
2. What skills do you bring to **Seachdain na Gàidhlig** which align with the role description above?
3. How and which Gaelic speakers would you approach to video, interview and recruit to participate in and engage with **Seachdain na Gàidhlig**?

**Le Taic Bho**

