



Recruitment Pack:

Administration & Social Media Assistant - Seachdain na Gàidhlig

Background Information

With an overarching theme of 'Coming Together', Seachdain na Gàidhlig 2023 will build on its 2022 success by prioritising bringing people together within their own communities. In February, Hands Up for Trad will coordinate and facilitate Seachdain na Gàidhlig 2023, by uniting stakeholders, partners, the Press (print and broadcast media), social media influencers, participants, communities and audiences to use and celebrate 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 20th-26th February 2023. The week aims to promote Gaelic for all, with official events and community initiatives. It provides 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.

With support from Bòrd na Gàidhlig, we will also launch a small community fund for individuals and community groups to apply for micro grants, which will be available via a simple application process, towards them hosting regional Gaelic language events across the country.

Role Summary

This is an exciting opportunity to join the Seachdain na Gàidhlig team and support delivery of the initiative in 2023. The successful applicant will work closely with Joy Dunlop (Director), Grant McFarlane (Project Manager), Persephone Nichol-Bose (Hands Up for Trad's Development Manager) and under the guidance of Chris Hunt (Marketing Manager). They will utilise a full range of creative, administrative, design and digital skills in assisting the project development and management, helping to drive Seachdain na Gàidhlig forward in 2023.

Responsibilities

1. Assist the Director and Project Manager to deliver Seachdain na Gàidhlig, working with high level partners and organisations through to community groups and individuals.
2. Assist in developing and maintaining collaborative relationships with existing stakeholders whilst also establishing relationships with other partners groups, local authorities, organisations etc.
3. To support social media activity e.g. posting key news or info-graphics and images.
4. To share, drive and reply to content interactions.
5. Establish and maintain contact with schools and colleges across Scotland, providing them with information about Seachdain na Gàidhlig with the objective of securing their involvement.
6. Translate a wide range of copy and text, including promotional and press materials (English - Gaelic/Gaelic - English).
7. Attend regular meetings as required and feedback progress regularly to Hands Up for Trad team.
8. Help deliver Seachdain na Gàidhlig's marketing and audience development activities assisting in the delivery of digital campaigns as directed by Chris Hunt - Seachdain na Gàidhlig's Marketing Manager.
9. Engage with digital technology for the purposes of audience development, including updating and maintaining website and all social networking platforms as directed.
10. Identify any additional opportunities and ideas which can benefit the team and the project.
11. 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 consistent interpersonal skills across a range of potential partners including Schools.
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: Administration & Social Media Assistant

Reports to: Project Manager

Key relationships: Director, Project Manager, Marketing Manager & Development Manager

Type of contract: Freelance

Place of work: At home

Fee: £4000

Based on 266hrs x £15p/h, inclusive of VAT.

Payment Schedule:

1. End of November 2022 - £800
2. End of December 2022 - £800
3. End of January 2022 - £800
4. On conclusion of project and evaluation - £1600

Key Dates

Start: November 2022

Project planning: November 2022 - February 2023 (on a mutually agreeable basis)

Exclusive availability: 20th -26th February 2023

Evaluation: March 2023

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.

Closing date - Friday 28th October.

Interviews will take place online on Friday 4th November with immediate start week commencing 7th November.

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 would you engage Gaelic learners with the initiative who may not have engaged with the language previously?

