



Seachdain na Gàidhlig 2024 Do Chànan. Do Chothrom.

Recruitment Pack: Administrative Producer – Seachdain na Gàidhlig 2024

Background Information

With support from Bòrd na Gàidhlig, Hands Up for Trad will facilitate and present **Seachdain na Gàidhlig 2024**, an initiative that brings together stakeholders, partners, the Press, schools, social media influencers, participants, audiences and communities, 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 **19th–24th February 2024**, followed by a full evaluation reporting period throughout March 2024.

Similar to Seachtain na Gaeilge in Ireland and Mìos nan Gàidheal in Cape Breton, **Seachdain na Gàidhlig** is an inclusive and diverse celebration of Gaelic language and culture and we share Bòrd na Gàidhlig's vision that Gaelic is seen and heard on daily basis as an integral part of Scottish life, and recognised as a national cultural, social and economic asset. Furthermore, we will use Bòrd na Gàidhlig's 3 strategic priorities to underpin the cornerstones to **Seachdain na Gàidhlig 2024** project plan:

- 1. More people are using and benefiting from Gaelic at work, at home and in the community.*
- 2. Opportunities for people to develop their Gaelic skills at any age have increased and are more accessible.*
- 3. More people in Scotland are positive about Gaelic language and culture.*

Our key aim for 2024 is that *all* 32 local authorities will be represented as part of **Seachdain na Gàidhlig**, proving that Gaelic is of value and benefit to us all at work, at home and in the community. This will take targeted and individual approaches, shaped by local demographics, but we are confident that this is the most successful way to introduce and/or strengthen Gaelic across Scotland. We are committed to removing the physical and emotional barriers which might prevent people from taking part in **Seachdain na Gàidhlig**

2024, by presenting a highly engaging and accessible project with a wide appeal to individuals, communities, organisations, businesses, councils and partners.

The week will include:

An Official Programme of Events all funded via our 2024 *Maoin nan Tabhartas Beag*/Small Grant scheme, which will underpin a programme of local events. These will be fully supported by our tool kit of resources, which will allow community groups, local authorities, schools, libraries and multiple other organisations and groups to become involved at community level. A virtual programme of educational events, involving both GME and EME pupils. This will be supported (in partnership with Twinkl) by our educational planners, containing suggested activities and resources for pupils to participate in Seachdain na Gàidhlig. These target both Gaelic Medium Education (primary and secondary) and English Medium Education (primary and secondary) children and are available on our website, to be used by families, community groups and individuals.

Administrative Producer Role Summary

This is an exciting opportunity for a highly motivated administrative producer to **manage, help shape and deliver Seachdain na Gàidhlig 2024**. The successful applicant will work closely with Joy Dunlop (**Seachdain na Gàidhlig's** Director) and will utilise a full range of leadership, creative, administrative and communicative skills, helping to drive **Seachdain na Gàidhlig** forward in 2024.

Responsibilities

1. Overall project management responsibility, leading on delivering **Seachdain na Gàidhlig**, with the support of the Director, working with high level partners and organisations through to community groups and individuals.
2. Developing and maintaining collaborative relationships with existing stakeholders, whilst also establishing relationships with other partners groups, local authorities, organisations etc. - ensuring that all 32 local authorities engage in Seachdain na Gàidhlig 2024.
3. Facilitate an educational programme of virtual events, involving both GME and EME pupils. The refresh (in partnership with Twinkl) of our educational planners, containing suggested activities and resources for pupils to participate in Seachdain na Gàidhlig.
4. Work with the Administrator to establish / maintain contact with schools and colleges across Scotland; providing them with information about **Seachdain na Gàidhlig** with the objective of securing their involvement.
5. Work alongside the Small Grants Manager and help them maintain the initiative throughout **Seachdain na Gàidhlig 2024**.
6. Attend regular meetings as required and feedback progress weekly to Hands Up for Trad team.
7. Help inform and deliver **Seachdain na Gàidhlig's** marketing and audience development activities, including assisting in the delivery of digital campaigns as directed by Innes and Campbell Communications.
8. Engage with digital technology for the purposes of audience development, including updating and maintaining website and all social networking platforms as directed.

9. Lead, manage and write all evaluation reports and documents including designing, gathering qualitative and quantitative data required by our funders, Bòrd na Gàidhlig.

Skills and Experience

1. Preferably a 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 lead and collaborate with a small team and work proactively and flexibly, often to tight deadlines.
5. Experienced with digital technology and its uses in marketing and audience and project development.
6. Excellent planning and organisational skills and IT skills.
7. Project management experience with complex initiatives involving multiple stakeholders

Job Details

Title: Administrative Producer

Reports to: The Director

Key Relationships: The Director, Small Grants Manager, Administrative/Education Outreach Assistant (as well as Hands Up for Trad's Development Manager and Creative Director)

Type of Contract: Freelance

Place of Work: At home

Fee: £8,000

Suggested Payment Schedule

(based 320 hours @ £25.00)

November - 20 hours - £500

December - 60 hours - £1,500

January - 80 hours - £2,000

February - 80 hours - £2000

March - 60 hours - £1,500

April - 20 hours - £500

Key Dates

Start: 27th November 2023

Exclusive availability: 19th – 24th February 2024

Evaluation: Submission March 2024

How to apply

Please email a copy of your most recent CV along with a 2 copies of a supporting letter, (Up to 500 words - 1 written in Gaelic and 1 written in English) to

shona@seachdainnagaidhlig.scot

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 approach schools to participate in and engage with **Seachdain na Gàidhlig**?

Application deadline – Friday 17th November 2023

Online Interviews – Week commencing 20th November 2023

Le Taic Bho

