



## **Recruitment Pack:**

### **Social Media & Administrative Assistant - Seachdain na Gàidhlig**

---

#### **Background Information - Seachdain na Gàidhlig**

With an overarching theme of 'Building Connections', Seachdain na Gàidhlig 2025 will build on its previous success by prioritising bringing people together within their own communities. In February-March 2025, Seachdain na Gàidhlig will unite 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 24th February - 2nd March 2025. The week aims to promote Gaelic for all, with official events, educational projects 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. We will also undertake a virtual schools project, open to both English and Gaelic medium pupils.

---

## Role Summary

This is an exciting opportunity to join the Seachdain na Gàidhlig team and support delivery of the initiative in 2025. The successful applicant will work closely with Joy Dunlop (Director), Grant McFarlane (Small Grants Fund Manager), Suzi Maciver (Administrative Producer) and under the guidance of Innes & Campbell Communications (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 2025.

## 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 the Seachdain na Gàidhlig team.
8. Help deliver Seachdain na Gàidhlig's marketing and audience development activities assisting in the delivery of digital campaigns as directed by Innes & Campbell Communications.
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 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.
  7. Creative flair and enthusiasm.
- 

## Job Details

### **Title: Social Media & Administration Assistant**

Reports to: Project Manager

Key relationships: Director, Administrative Producer, Comms Team

Type of contract: Freelance

Place of work: At home

### **Fee: £3,000**

Based on 200hrs x £15p/h, inclusive of VAT.

Payment Schedule:

1. End of September 2024 - £500
2. End of October 2024 - £500
2. End of November 2022 - £500
2. End of December 2022 - £500
3. End of January 2022 - £500
4. On conclusion of project and evaluation - £500

## Key Dates

Start: September 2024

Exclusive availability: 24th February -2nd March 2025

Evaluation: March/April 2025

---

## How to Apply

Please email a copy of your most recent CV along with a 2 copies of a supporting letter (500 words max - 1 written in Gaelic and 1 written in English) to [joy@seachdainnagaidhlig.scot](mailto:joy@seachdainnagaidhlig.scot).

Joy would be happy to discuss this role in advance with anyone interested in applying.

### **Closing date - Friday 16th August 2024.**

Interviews will take place online from Monday 19th August 2024, with start week commencing 26th August 2024.

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 encourage people to interact with the initiative, who may not have engaged previous experience of Gaelic?

