

TRUSAICHE PANNAL MHEADHANAN GÀIDHLIG NA h-ALBA

Tuarastal	£19,000 - £20,000 (Co-ionann ri làn-ùine) A rèir sgilean agus eòlais
Làrach	Stèidhichte san dachaigh, bidh beagan siubhail a dhìth
Seòrsa dreuchd	Maireannach, làn-thìde (uairean pàirt-thìde no obair cho-roinnte rim faotainn, bruidhneibh rinn)
Uairean obrach	37.5 uair a thìde bho Dhiluain gu Dihaoine, dh'fhaodadh gum bi uairean a bharrachd a dhìth
Ceann-latha tòiseachaidh	Cho luath 's a ghabhas

A bheil Gàidhlig fhileanta agad? Eòlas ann an obair le meadhanan sòisealta ann an suidheachadh coimearsalta? Ùidh ann an TBh agus na meadhanan?

Ma tha, cuir tagradh a-steach airson a bhith san sgioba againn aig TRP Research. Tha sinn ag obair le companaidhean mheadhanan air feadh na RA agus Èirinn gus fiosrachadh a thional mu chleachdaidhean amhairc, tro shuirbhidhean seachdaineach is làitheil. Tha sinn a' ruith grunn Phannalan leis am bi thu ag obair, a' gabhail a-steach [trpsurveys.com](https://www.trpsurveys.com), [surveypraeg.com](https://www.surveypraeg.com), [panelcyfryngau.cymru](https://www.panelcyfryngau.cymru), agus [mediaopinionsireland.ie](https://www.mediaopinionsireland.ie). Bidh an dreuchd seo a' tabhann follaiseachadh don tagraiche shoirbheachail gu measgachadh de mhodhan trusaidh is com-pàirteachaidh.

TUAIRISGEUL OBRACH

Tha sinn a' coimhead airson Trusaiche Pannail le ceanglaichean làidir pearsanta ri cànan agus coimhearsnachd Gàidhlig na h-Alba, a thuilleadh air eòlas ann am meadhanan sòisealta is conaltradhean a bhiodh sinn airson thu a chur an sàs tarsainn nam Pannalan againn uile. San dreuchd seo, bidh agad ri bhith ag obair leat fhèin, mar sin tha sgilean eagrachaidh dearbhte riatanach còmhla ri ìrean àrda de dhìoghras agus dìcheall. Aig teis meadhan na dreuchd seo, tha riatanas air conaltradh ri buill pannail a th' ann agus a tha ri thighinn, mar sin feumaidh tu a bhith toilichte ruighinn a-mach gu measgachadh farsaing de dhaoine, aghaidh-ri-aghaidh (mar a cheadaicheas cuibhreachaidhean a' choròna-bhiorais), air-loidhne no air a' fòn. On a dh'fheumas tu mineachadh mar a tha na pannalan againn uile ag obair agus daoine a bhrosnachadh gu com-pàirt, tha conaltradh soilleir is tarraingeach sgrìobhte agus labhairte deatamach (san dà chuid Gàidhlig na h-Alba agus Beurla a rèir na suirbhidh), mar a tha fiosrachadh mun dòigh air conaltradh ri daoine tro mheadhanan sòisealta. Bidh tu nad phàirt de sgioba nas fharsaing, mar sin bidh cothrom agad do bheachdan a chonaltradh ri daoine eile agus taic fhaotainn bhuapa nad obair, ach mar an aon labhairtiche Gàidhlig na h-Alba san sgioba, bidh agad ris an stiùir a ghabhail air gnìomhachd shònraichte coimhearsnachd uile.

Dleastanasan Gàidhlig na h-Alba:

- Trusadh luchd-labhairt na Gàidhlig gus com-pàirteachadh ann an suirbhidhean seachdaineach mu BBC ALBA agus Radio nan Gàidheal, le bhith a' conaltradh riutha no a' frithealadh thachartasan.
- Sgrùdadh nan tionndaidhean Gàidhlig de na suirbhidhean seachdaineach airson mionaideachd agus ath-sgrùdadh a dhèanamh air na beachdan Gàidhlig a tha dèante le com-pàirtichean.
- Cruthachadh susbaint dà-chànanach do dhuilleagan mheadhanan sòisealta agus conaltradhean puist-d Suirbhidh PRAEG.

Dleastanasan nas fharsaing an Sgioba:

- Gairm air buill den phoball no a' frithealadh thachartasan gus iadsan aig a bheil ùidh a thrusadh gu pàirt a ghabhail ann an suirbhidhean gu aon de ar pannalan.
- Leasachadh dhòighean ùr-ghnàthach air conaltradh ri buidhnean coimhearsnachd agus luchd-pannail san amharc gus com-pàirteachadh a stiùireadh.
- Cruthachadh susbaint do phuist-d na suirbhidh agus conaltradhean co-cheangailte.
- Dèanamh cinnteach gu bheil targaidean trusaidh gan coileanadh a thaobh àireamhan sluaigh a tha fo-sgrìobhte.

- Cruthachadh puist mheadhanan sòisealta agus stiùireadh dhuilleagan Facebook is Instagram na suirbhidh.
- Ag obair le ar com-pàirtichean carthannais gus am pannel adhartachadh agus luchd-pannail ùr a thrusadh.
- Sgrùdadh in-bhogsaidhean a' phannail agus freagairt cheistean luchd-pannail.
- Frithealadh choinneamhan luchd-cleachdaidh air bunait sealach.

Bidh tu nad ball de sgioba mòr, a' gabhail a-steach feadhainn eile aig a bheil an aon seòrsa de dhreuchdan trusaidh. Tha an còrr den sgioba stèidhichte ann an Somerset ann an Sasainn cho math ri Alba agus a' Chuimrigh. Bidh tu a' conaltradh gach latha leis an sgioba, agus bidh cothrom agad taic fhaotainn mar agus an uair a bhios feum agad air tron latha obrach. Thèid làn trèanadh a thoirt seachad, agus cuiridh ar pròiseas Sgeama Leasachaidh is Stiùiridh taic riut cuideachd nad dhreuchd le TRP Research.

SGILEAN AGUS EÒLAS

Tha sinn a' sireadh cuideigin:

- a tha fileanta ann an Gàidhlig na h-Alba (sgriobhte agus labhairte)
- aig a bheil ceanglaichean làidir ri agus eòlas air a' choimhearsnachd Ghàidhlig, gu h-àraid anns a' Ghàidhealtachd 's na h-Eileanan.
- aig a bheil eòlas air com-pàirteachadh coimhearsnachd
- aig a bheil eòlas air meadhanan sòisealta agus margaideachd air-loidhne.
- le eòlas air rannsachadh margaideachd, gu h-àraid ann am margaideachd fòn agus/no tachartasan.
- le eòlas ann an cleachdadh Microsoft Office Suite, gu h-àraid Outlook, Excel, Powerpoint.
- aig a bheil làn chead dràibhidh agus cothrom air a c(h)òmhdhail fhèin.
- le eòlas air GDPR, ach mura h-eil, faodar trèanadh fhaighinn.

FEARTAN

Tha sinn cuideachd a' sireadh cuideigin:

- a tha dàimheil, tlachdmhor agus dìoghrasach.
- aig a bheil sgilean làidir dhaoine is lìonraidheadh.
- a tha math air conaltradh ann am Beurla agus Gàidhlig na h-Alba.
- a tha misneachail air a' fòn cho math ri gu pearsanta.
- a tha eagraichte agus comasach air obrachadh gu neo-eisimeileach agus taobh a-staigh sgioba.

MAR A NÌ THU TAGRADH

Gus tagradh a dhèanamh, feumaidh tu ar foirm tagraidh a lìonadh a lorgar aig www.trpresearch.com/careers-ops/. Chan eil sinn a' gabhail ri CVan. Cuiribh a-steach litir còmhdaich sgrìobhte ann an Gàidhlig na h-Alba a tha a' mìneachadh an adhbhair a tha ùidh agad san dreuchd seo. Bu chòir don seo a bhith a' gabhail a-steach an fhiosrachaidh a tha thu a' toirt seachad ann am Beurla san earrainn fiosrachaidh den fhoirm tagraidh.

Cuir an fhoirm tagraidh agad air a lìonadh gu careers@trpresearch.com. Thoir an aire gu bheil sinn gu làithreach, mar thoradh air Covid-19, a' ruith ar n-agallamhan uile air a' fòn agus gairmean bhidio.

Ceann-latha deireannach airson tagraidhean air **19/01/2022**. Is e fastaiche co-ionannachd chothroman a th' ann an TRP Research Earranta.

SCOTTISH GAELIC MEDIA PANEL RECRUITER

Salary	£19,000 to £20,000 (full time equivalent) Dependent on skills and experience
Location	Home based role, some travel will be required
Job type	Permanent, full-time (part time hours or job share roles available, please speak with us)
Working hours	37.5 hrs across Monday to Friday, additional hours may be required
Start date	

Speak Scottish Gaelic fluently? Have experience working with social media in a commercial setting?
Interested in TV and the media?

If yes, then apply to join our team at TRP Research. We work with media companies across the UK and Ireland to collect information about viewing habits via weekly and daily surveys. We run several Panels that you will be working with including trpsurveys.com, surveypraeg.com, panelcyfryngau.cymru, and mediaopinionsireland.ie. This role will offer the successful applicant exposure to a variety of research recruitment and engagement techniques.

ROLE DESCRIPTION

We're looking for a Panel Recruiter with strong personal links to the Scottish Gaelic community and language, as well as experience in social media and communications that we would want you to apply across all of our Panels. In this role you will be required to work independently, so proven organisational skills are a must, as are high levels of enthusiasm and drive. Central to this role is the requirement to engage with current and prospective panellists, so you must be happy to reach out to a wide variety of people, either face to face (coronavirus restrictions permitting), virtually or over the phone. Because you will need to explain how all our panels work and encourage people to take part, clear and engaging written and verbal communication is essential (in both Scottish Gaelic and English depending on the survey), as is a knowledge of how to engage with people via social media. You will be part of a wider team so will have others to bounce ideas off and support you in your work, but as the only Scottish Gaelic speaker on the team you will be required to take the lead on all community specific activity.

Scottish Gaelic Responsibilities:

- Recruiting Gaelic speakers to take part in either in weekly surveys about BBC ALBA and Radio nan Gàidheal, either by calling them or attending events
- Checking the Scottish Gaelic versions of weekly surveys for accuracy and reviewing Scottish Gaelic comments made by participants
- Creating bilingual content for Survey PRAEG social media pages and email comms

Wider Team Responsibilities:

- Calling members of the public or attending events to recruit those interested in taking part in surveys to one of our panels
- Developing innovative ways to engage with community groups and prospective panellists to drive participation
- Creating content for survey emails and related comms
- Ensuring recruitment targets are met for undersubscribed demographics
- Creating social media posts and managing the surveys' Facebook and Instagram pages
- Working with our charity partners to promote the panel and recruit new panellists
- Monitoring panel inboxes and responding to panellist queries
- Attending client meetings on an adhoc basis

You will be joining a large team, including others who have similar recruiter roles. The remainder of the team is based in Somerset, England, as well as Scotland and Wales. You'll have daily contact with the team and will be



able to access support as and when you need it during the working day. Full training will be given, and our Development Scheme and Management process will also support you in your career at TRP Research.

SKILLS AND EXPERIENCE

We're looking for someone who:

- Is fluent in Scottish Gaelic (written and spoken)
- Has strong links with and knowledge of the Scottish Gaelic speaking community, particularly in the Highlands and Islands
- Has community engagement experience
- Has social media and online marketing experience
- Ideally has market research experience, particularly in telephone marketing and/or events
- Has experience using Microsoft Office Suite, especially Outlook, Excel, Powerpoint
- Has a full driving license and access to own transport
- Ideally has knowledge of GDPR, but if not training can be given

CHARACTERISTICS

We're also looking for someone who:

- Is outgoing, engaging and enthusiastic
- Has strong people and networking skills
- Is a clear communicator in English and Scottish Gaelic
- Is a confident communicator on the telephone, as well as in person
- Is organised and able to work independently and within a team

HOW TO APPLY

To apply you will need to complete our application form which can be found at www.trpresearch.com/careers-ops/. We do not accept CVs. Please also provide a covering letter written in Scottish Gaelic explaining why this role is of interest to you. This should include the information you give in English in the supporting information section of the application form.

Please send us your completed application form to careers@trpresearch.com. Please note that due to Covid-19, we are currently conducting all our interviews via telephone and video calls.

Closing date for applications is **19/01/2022**. TRP Research Ltd is an equal opportunities employer.