

## SCOTTISH GAELIC MEDIA PANEL RECRUITER

<b>Salary</b>	Dependent on skills and experience
<b>Location</b>	Home based role, some travel will be required
<b>Job type</b>	Permanent, part-time
<b>Working hours</b>	Flexible, dependent on candidate (circa 17.5 hours a week)
<b>Start date</b>	ASAP

Speak Scottish Gaelic fluently? Have strong links with the Gaelic community in Scotland?  
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. This role is in the team that runs [Survey PRAEG](#) (Pannal Rannsachaidh Amhairc & Èisteachd na Gàidhlig) on behalf of MG ALBA, and it 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. 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 the panel works and encourage people to take part, clear and engaging written and verbal communication is essential (in both Scottish Gaelic and English), 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.

In this role you will be:

- Recruiting members of the public to take part in our weekly surveys about BBC ALBA and Radio nan Gàidheal
- Developing innovative ways to engage with community groups and prospective panellists to drive participation
- Ensuring recruitment targets are met for undersubscribed demographics
- Creating social media posts and managing the survey's Facebook and Instagram pages
- Checking the Scottish Gaelic versions of weekly surveys for accuracy and reviewing Scottish Gaelic comments made by participants
- Working with our charity partners to promote the panel and recruit new panellists
- 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 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.

We're looking for someone who:

- Is fluent in Scottish Gaelic Speaker (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
- 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

## WHY TRP RESEARCH?

TRP Research Ltd is an independent supplier of media measurement, reporting and analysis. We work with broadcasters, programme makers, distributors, government departments, sports organisations, industry bodies and others.



Our in-house Development Scheme will help shape your development within TRP Research and will give you a tailored path towards progression.



You will be entitled to 22.5 days of holiday plus bank holidays and your basic entitlement increases with each year of service.



On successful completion of a minimum 3-month probation period you will also be entitled to Healthcare and Travel Insurance.

## HOW TO APPLY

To apply you will need to complete our [application form](http://www.trpresearch.com/careers-ops/) which can be found at [www.trpresearch.com/careers-ops/](http://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.

Click the "Apply Now" link on our careers page to send us a completed application form or email Rosalie [careers@trpresearch.com](mailto: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 **Friday 30<sup>th</sup> October**. TRP Research Ltd is an equal opportunities employer.

