

shmu Community Development Manager

background information

shmu

Station House Media Unit (shmu) is one of the core cultural organisations in North East Scotland and is at the forefront of community media development in Scotland, supporting residents in the seven regeneration areas of Aberdeen in radio and video production, traditional and on-line publications, music production and digital inclusion. The organisation also supports other disadvantaged communities, both geographic and communities of interest, including an employability and training arm, and our adult services arm which provides support and opportunities for adult with barriers, including those in HMP Grampian.

Established as a charity in 2003, with a turnover of over £1 million in 2020-21, and a staff team of 28, shmu has a proven track record of securing, successfully managing and delivering programmes, service level agreements, contracts and grant-funded initiatives.

Successful initiatives have made the organisation a nationally recognised centre of excellence and created models of good practice in youth work; community development; digital inclusion; literacy and numeracy; community capacity building; personal and community development; employability skills; community justice, and the curriculum for excellence.

In 2020, shmu was honoured with The Queen's Award for Voluntary Service, the highest award a voluntary group can receive in the UK - the equivalent to an MBE.

Governance

SHMU is a not-for-profit Company Limited by Guarantee and is governed by Trustees who make up the shmu Board of Directors. The Board of Directors have ultimate responsibility for the organisation and meets monthly to address strategic issues.

A Management Team, comprising of the Chief Executive and the Managers for each area of work, including the Youth Services Manager, ensures the effective management of the organisation on a day-to-day basis. The team meets monthly to discuss all operational and strategic aspects of the organisation, agree on actions required, set deadlines and ensure that they are met.

The Chief Executive of the organisation attends both Management and Board meetings, with the papers relating to each made available to ensure effective information sharing.

New Facilities

shmu is a leader in its field, recognised internationally for its innovative work in community and creative media, however our facilities and equipment have not matched the quality of the services that we deliver.

We have recently completed a £1.5m transformation of the building's HQ in Woodside, Aberdeen, creating a visionary creative media hub for the region, offering transformational creative experiences for all, especially those from our targeted communities, by offering an accessible innovative creative space with industry standard equipment and studios.

The transformation of our new building into an exemplar community media facility, recognised across the UK as the leading operation of its kind, will enable our organisation to offer an enhanced and more diverse programme of creative learning opportunities. New platforms for expression for individuals and groups across North East Scotland will be available – especially those who are more vulnerable, disadvantaged or disengaged.

Our Pillars

We fulfil our objectives by using a range of media platforms as the focal point for a wide variety of groups - the conduit through which we seek to transform the lives of individuals and to address a wide range of community-based issues. Activities sit within three key pillars – our work with young people (**youth work**); with adults facing challenges (**adult services**); and with the wider community (**community development**). These pillars are underpinned by skills and training (including our employability arm) and through our digital inclusion work.

Our *Youth Media Programme* supports over 400 young people from across the regeneration areas of the city to actively engage in a range of media-based activities through-out the year, ranging from one-off taster sessions, to accredited courses in their chosen mediums. Our Youth Media participants contribute over 8,000 hours of volunteering a year.

Speak Out supports Primary 6 & 7 pupils who have educational barriers to engage in a radio and television broadcasting programme which significantly enhances their confidence, communication, teamwork and literacy skills.

Building on the success of the delivery of our previous *BFI Film Academies*, we worked in partnership with the British Film Institute, Creative Scotland, North East Scotland College and the Belmont Filmhouse to deliver Aberdeen's eighth BFI Film Academy course this year. The prestigious course is targeted at young people (16-19 years) who have a passion for film-making and are interested in developing the skills that will help them work towards a career in the industry.

Our *Training Academy* use media as a key tool, supplemented by core and life skills modules, to support pupils who are struggling with mainstream education throughout secondary school to re-engage positively with school life, or to move on positively in the transition to work or further education.

Our *Positive Transitions* employability programme supports young people aged 16-24 who are not in employment, education or training through a full-time employability programme that has been operating for over 10 years. As an Employability Fund provider, we were consistently above average in our success in supporting young people to move on to a positive destination (job, college course or further training).

Our *Adult Services* strand provides support and opportunities to adults with barriers, this includes those who are justice experienced, negatively affected by drug and alcohol, have mental health issues, homelessness experienced and/or are social isolated. Individuals are able to access practical and emotional support, as well as participate in a range of meaningful courses and volunteering opportunities. Our Adult Services strand runs a variety of courses in HMP Grampian and offers pre and post release support.

The post which you are applying for is the leadership role for the Community Development arm of the organisation.

Community Media

Our community media works comprises a community radio station, community magazines, a community TV project, and support for community websites, offering opportunities to individuals and communities in skills development, training and support to produce content promoting relevant services, events and good news stories from the regeneration areas of the city.

Community media offers people who are often under or misrepresented by traditional media outlets a chance to produce content that accurately reflects their lived experience and use our media platforms to bring about social change.

The work and impact of the organisation at a community, city-wide and regional level is considerable. It is stressed however that a significant element of this impact is generated by a large number of people giving

their time, expertise and energy freely as volunteers. All of the programmes are supported by a large group of dedicated volunteers who present radio shows, generate content for community magazines and generally support the work of the organisation, contributing over 29,000 hours of volunteering annually.

shmuPRESS

Since 2001, shmu has produced and delivered community magazines aimed at informing and inspiring communities with news that's relevant to them. The content is produced and sourced by the local editorial teams and community groups, with the support of shmu staff, and our in-house Graphic Designer to assist the community in the production of attractive, informative, professional standard publication. The Editorial Team volunteers get involved for a variety of reasons including improving literacy, making new friends, contributing to local pride, and increase levels of community engagement. These quarterly publications are delivered free to the homes of 26,500 households across the city's regeneration areas: Cumming North (for the communities of Cummings Park and Northfield), Mastrick Matters, Middlefield Mirror (covering Middlefield and Heathryfold), Torry's Vision, Seaton Scene, Tilly Tattle and Woodside Free Press.

The community magazines have become a successful mechanism for addressing local issues and building skills and capacity in the regeneration areas. Each magazine is quarterly, with each becoming a platform for dialogue between the communities and service providers, an information source and a topical forum for debating both local and national issues, as well as sharing good news stories from across the regeneration areas.

The importance of these community magazines became apparent during the 2020 Covid-19 lockdowns. Prior to this happening, there had been conversations about whether a hard copy of a magazine was useful to people, but lockdown highlighted how many people living in the regeneration areas are dealing with digital exclusion and the magazines were an integral way for them to access reliable information.

Copies of the community magazines can be seen on our website – [here](#).

shmuFM & Community Newsdesk

[shmuFM](#) is our community radio station, broadcasting on FM across Aberdeen and also online. It is the voice of our communities, with over 60 volunteers (primarily from the regeneration areas of the city) producing up to 100 hours of live radio broadcasts every week. The station broadcasts a variety of issue-based, music and community radio programming. Volunteers and partner organisations from the regeneration areas are offered full training and support in order to produce and present their own radio programmes.

The station features dedicated shows for each of our target communities in the regeneration areas which are presented by local volunteers and are a chance for partner organisations to share information about their services and to address local issues. During the pandemic staff supported presenters to keep producing their shows remotely from home and the schedule had to be adapted accordingly. As organisations shut and community services had to change the way they were working we developed the 'Tell Us' campaign. 'Tell Us' involved local people, community groups, services and partner organisations sending us in either pre-recorded information or scripts for our volunteers to record which included information about support they were offering during the pandemic or just general messages to the community.

'Tell Us' ties in with the community newsdesk; the newsdesk is a resource that presenters can use in the studio and includes information on what is happening in the communities. There is a section for each regeneration area and includes everything from one-off events to regular timetables at the community centres.

Community TV

Our shmuTV and film strand is an extremely significant development tool for many of our programme participants but also provides a unique mechanism through which communities can express their opinions about social issues that are of a major consequence to them. The strand supports the delivery of the *Aberdeen BFI Film Academy* and *The Moving Image Arts qualification*, as well as being a core tool for engaging with our school and community youth and adult groups. We also have our new Community TV platform, which is ramping up following covid related delays, and will soon have content being created and shared from across the communities, including live broadcasting from our TV studio.

Community Websites

We successfully secured funding from The Supporting Communities Fund to develop *Community Websites* for each of the regeneration areas of the city to be designed, populated and launched. These community websites will create an exciting new online platform for local news, and essential and up to date information about our target communities alongside a directory of services that are operating within the local community. Content will include local news, information on local services, a calendar of events, local history, and a media player that will feature the local magazine, radio programmes and TV/film clips about the area. We are in the process of launching the first of these sites (Connected Woodside) and we hope the sites for the other regeneration areas will follow shortly after.

Accredited Provider

Station House Media Unit have been an SQA accredited centre since 2012 and can deliver the Employability Award (G9CY 43/4) at SCQF level 3 to 5, NPA in TV Production (G9ME45) and NPA in Radio Broadcasting (G9MD45). We have since added to our portfolio delivering NPA Journalism (G9MC46). Our Media courses are available from SCQF level 3-6, with our Personal Development Awards available at SCQF level 3. Currently we both assess and verify all courses internally with members of staff qualified in Radio, TV, Journalism and Employability. Many of these qualifications are available to our volunteers across the organisation's community strands.

shmu Community Development Manager

This post will play a pivotal leadership role within the organisation, with the post holder working alongside the Chief Executive to design, manage and coordinate all operational aspects of all community engagement and outreach services across the organisation.

Our Community Development Manager will lead on the development and implementation of our Community Development & Engagement Strategy, including a review of all our existing community services and engagement with a range of our community partners. The postholder will play a key role in ensuring the impact of our community development work is recognised and valued. They will play an active role in the community planning process, attending community network and Priority Neighbourhood Partnership meetings to ensure our work is meeting the needs of the communities and contributing towards local and national priorities. Our Chief Executive and previous Community Media Development Worker made a significant contribution to the refreshed Local Outcome Improvement Plan and individual Priority Neighbourhood Plans; the postholder will continue this area of work as part of the strategic development of our community-based work.

As restrictions ease and more is happening in our target communities, we plan to play a key role in re-energising our communities, and the post-holder will oversee this work. As a dedicated role, the post-holder will play a key role in increasing shmu's status within the community development sector and you work alongside our Communications Officer to help amplify the transformational work we are delivering in this area.

We believe in supporting the members of our team to achieve their full potential and offer:

- support to undertake relevant training and qualifications
- regular support and supervision
- flexible working hours and a TOIL system
- initial paid holiday entitlement of 34 days (inclusive of any public/bank holidays which you may choose to request)
- a company sick pay scheme, effective from the first day of employment
- a stakeholder pension, with an annually reviewed employer contribution (currently 4%)
- a hybrid/office occasional working model to allow for working from home.

We appreciate the importance of good mental health and wellbeing amongst our team and strive to provide a working environment which supports people to achieve this.