

shmu Adult Engagement Manager

Recruitment Pack



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, through our employability and training arms. They provide support and opportunities for adult with barriers, including those who are justice experienced, have poor mental health and are socially isolated in their community.

Established as a charity in 2003, with a turnover of over £1.5 million in 2023-24, and a staff team of 50, 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 meet monthly to address strategic issues.

A Management Team, comprising of the Chief Executive and the Managers for each area of work, including the Adult Engagement Manager, ensures the effective management of the organisation on a day-to-day basis. The team meets fortnightly 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 the Management and Board meetings, with the papers relating to each made available to ensure effective information sharing.



Our Spaces

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

In 2020, we 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, has enabled 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 are now available – especially those who are more vulnerable, disadvantaged or disengaged.

shmu continues to grow, both in terms of programmes and the reach of the organisation. We have recently taken on the management of a purpose-built TV/Music studio located within the new Greyhope Community campus in Torry, and are working with Belmont Community Cinema as their strategic partner delivering the education, training and community engagement programme for the cinema in a purpose built education suite on the second floor of their building. We are also working with partners in Aberdeenshire to explore the development of shmu 'hubs' in towns across the region.



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.

We have shared a snapshot of the breadth and scale of our core work within these pillars below:

Our work with Young People

Youth Media provides person-centred creative opportunities for young people from the regeneration areas of Aberdeen (10-18yrs), to actively participate across a range of media platforms (radio & podcasting, journalism, TV & film making, and music), supporting transformational pathways in personal development and progression. Our Youth Services allow young people to progress through our organisation, with the option of staying involved as young adult volunteers and accessing wider support such as our Employability or Adult Service strands.

Foundation Apprenticeships, contracted through Aberdeenshire Council, support young people across Aberdeenshire to gain valuable, real-world work experience and access work-based learning while they are still at school. Lasting a full academic year, pupils begin their Foundation Apprenticeship in S5 or S6, and complete the course alongside their other subjects. The course includes spending time out of school at shmu. We are supporting over 100 students in the 23-24 academic year.

***“Every week
shmu is a
wonderous
adventure
where there is
lots of laughs
and good times
and informative
moments”***

**Youth Media
Participant**



Our work with Communities

Our Community Development work involves our three core platforms – shmuFM, shmuTV and shmuPress. We have also started supporting community websites within our community arm. These community platforms offer 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.

This area of the organisation's work would not be possible without the passion and commitment of our community media volunteers who number over 200 and who contribute over 25,000 hours of volunteering a year.

Although most of our Community Development work focuses on engaging those living in regeneration areas of Aberdeen, we also recognise the importance of empowering communities of interest who experience marginalisation and/or discrimination. We target our outreach approach accordingly, for example, most recently with New Scots and other minority ethnic community groups, as well as older people living in sheltered accommodation.

We see a strong voice for marginalised communities being a key aspect of tackling the causes of poverty and inequalities and moving towards a more just and equitable society. Our Community Development work therefore has a strong emphasis on empowerment and co-production, rather than tokenistic consultation and engagement. We believe that communities need more control and ownership over resources and decision-making, and we work closely with public bodies and third sector partners to influence how systems can be developed in order to make improvement and change in this area.

“The best part of it for me is seeing the progression in people, when they come in for the first time, lacking confidence and feeling they can’t do radio and then they do the training, their confidence grows, and they are doing their own show. The mentoring for me, it feels like pure volunteering, feels like I am really helping people – it actually makes me emotional in a good way, seeing everyone move forward.”



Employability & Training

Our shmuTRAIN programme supports 15–25 year-olds in Aberdeen and Aberdeenshire who face significant barriers to securing employment, further education, or training, to move on to sustained positive destinations. Our employability programmes use media as a tool to develop essential skills such as collaborating, critical thinking, creativity, communication, time management and organisation as well as building their confidence and self-esteem resulting in successful transition to the next stage of their employability journey.

As with our youth media programmes, young people from our employability courses can access ongoing support through shmu by engaging with our Adult and Community Services.

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.

We 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 and adult strands.

“Since the course I am more willing to talk to people, more willing to put myself forward for things and more confident in myself. I would recommend the course, even if you know what you want to do, it is good to come along and get into a routine and talk to others as that helps a lot.”

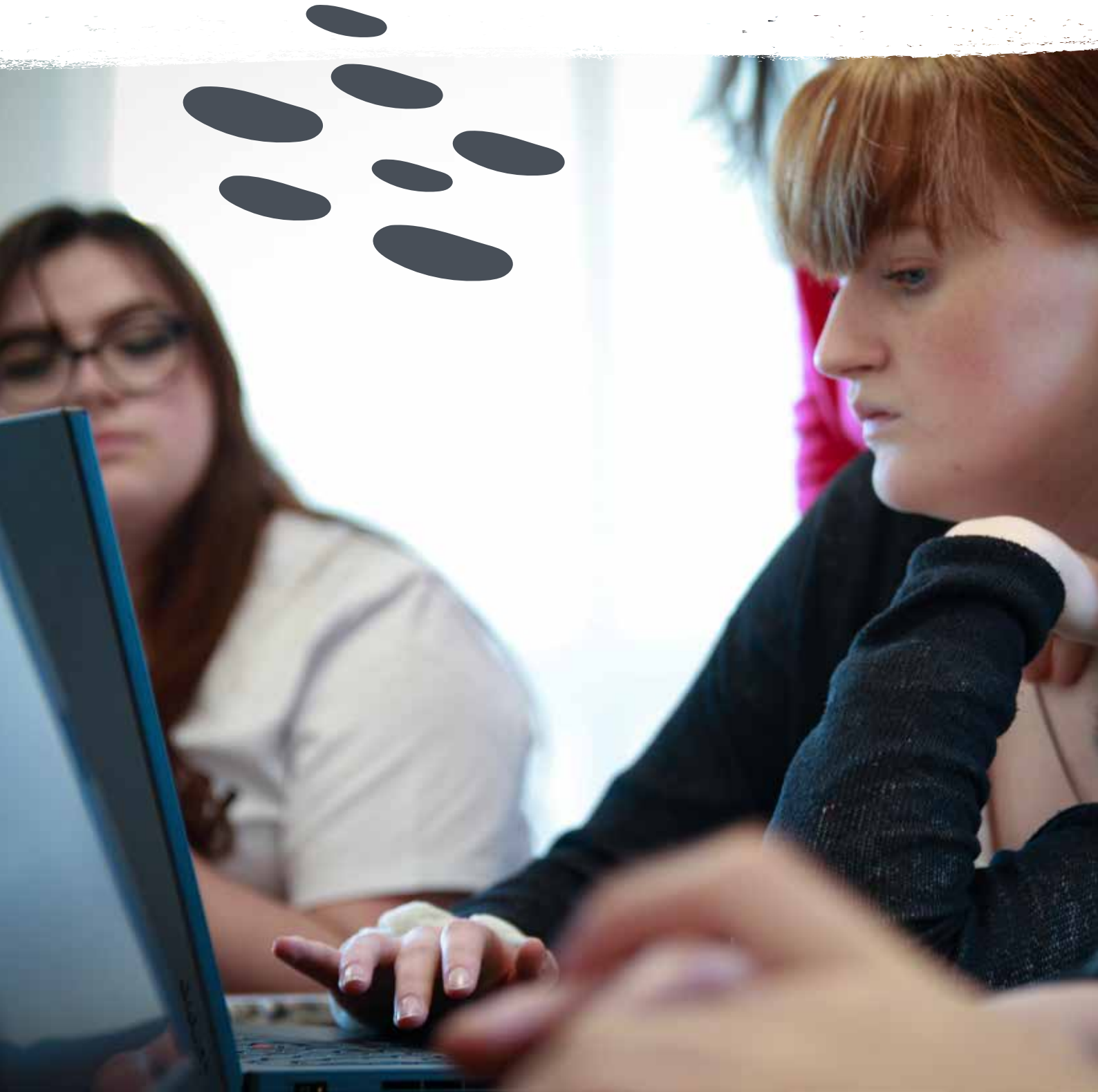
Employability Participant



Digital Inclusion & Skills

Access to digital devices and internet connectivity has become essential for individuals and families to be able to connect with vital services, education, and wider support structures. Since 2020 we have played a key role leading successful consortia applications to secure both devices and internet access to those who are digitally excluded across both the city and wider Aberdeenshire. We were commissioned to manage and deliver the Digital CONNECT pilot Digital Inclusion project through the Aberdeenshire Employability Partnerships and have continued to support those who have limited or no access to the Internet, or digital devices to ensure that they have the connectivity and kit that they need to secure employment. This area of work is expanding, and we are currently working with partners to build a digital lending library as part of the Digital CONNECT programme.

We also have a passion for digital skills, and are playing a key role in the region to develop a digital skills strategy that helps to link those in poverty with well-paid sustainable jobs in the sector.



shmu Adult Engagement Manager - more about the post

The post which you are applying for is within our Adult Services arm of the organisation.

This post is initially a one-year maternity cover, however, there are options for this post to continue beyond the fixed term period, with the potential that this role continues to support our returning Adult Services Manager and wider management team.

We are recruiting for a full-time post, but we may consider part time options if appropriate. Our Adult Services strand is growing, and we would be keen to work with the post-holder to continue exploring a sustainable funding model for the strand, including the continuation of the maternity cover post.

As outlined in the attached Job Description, the main purpose is to manage, develop, and enhance services for adults facing challenges, with a key focus on mental health & wellbeing, community justice, trauma, and disadvantage.

As the postholder you will have line-management responsibility for the Adult Services staff team, ensuring that services are designed, managed, and delivered to the highest standards.

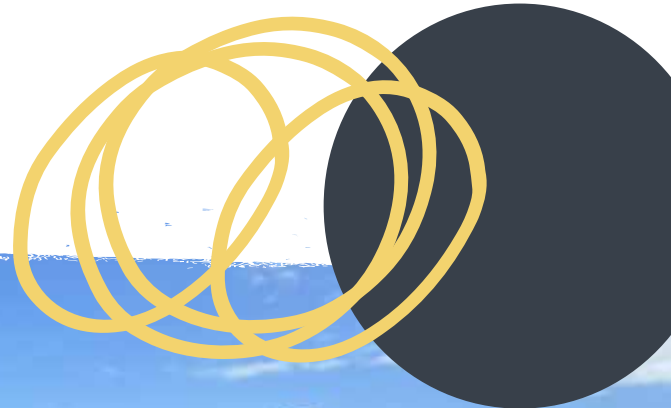
You will also ensure that all funding, reporting and evaluation requirements are delivered.

You will have the responsibility for designing, creating and implementing new programmes across the strand and will also be responsible for the creation and maintenance of key partner relationships for our Adult Services provision.

Finally, you will also work with the Management Team in order to secure financial sustainability for the Adult Services strand by securing and managing a combination of grants, contracted provision and commissioned work.

Please see the attached Job Description which outlines the role in detail, including the purpose, main tasks and activities related to the post.

“My favourite thing about shmu is the people. The support that I got from people at shmu, particularly Adult Services, got me through a tricky time during the pandemic. I don’t think that side of shmu is highlighted enough.”



More about our Adult Services

Our Adult Services strand supports all our work with vulnerable adults at shmu. This includes all our bespoke Adult Services programmes, as well as our wrap-around support service for all adult volunteers engaging with shmu.

Our Adult Services strand has been enhanced and developed in response to the ongoing need identified in the wider community following the pandemic and cost of living crisis.

Our Adult Service's team are qualified and experienced in mental health and wellbeing, criminology and community learning and development. They are highly experienced in working with adults facing challenges to engagement, supporting them with independent and group learning, personal development, life skills and community engagement.

We have outlined below the main areas of work which, as Adult Engagement Manager, you will have responsibility for.

“shmu have always been there for me - supporting and encouraging me. Thank you for believing in me and for the opportunities”



Existing Adult Services Programmes

Adult Engagement Support Service

(funded by the Fairer Aberdeen Fund)

Our Adult Engagement Support Service (AESS) has been running since 2015, originally connected to our prison-based work in HMP Grampian. Now operating fully in the community, AESS supports vulnerable adults with barriers to accessing shmu activities and opportunities. AESS provides practical and emotional support, through 1-2-1 and group work activities. Our trained support workers can work with individuals in the community, their home and shmu. They can provide regular support to address ongoing issues (housing, financial, relationships), as well as build on the strengths of the individual to create a package of support and activity that will motivate and inspire change.

AESS is open to any adults (over 18yrs) living in Aberdeen or Aberdeenshire who have significant barriers to engagement – this could include mental health issues, drug and alcohol issues, isolation and loneliness, justice experienced, care experienced, homelessness experienced. AESS has a particular focus on adults living in the priority areas of Aberdeen (Woodside, Seaton, Tillydrone, Torry, Mastrick, Northfield, Middlefield, and Cummings Park).

“shmu has been there for me in the darkest of days. There was a time when I only had staff at shmu to speak to - my family weren’t speaking to me, and I was staying away from friends who weren’t good for me. If it hadn’t been for them, I don’t know where I would be. My life would have been a lot darker without shmu - it gives me a purpose in life”



Volunteer Support and Engagement *(funded by Fairer Aberdeen Fund)*

As highlighted above, we have various community platforms that support our volunteers. Although these volunteers don't all come through our AESS or other Adult Services programmes, all adult volunteers are offered support from our Adult Services Team. This could be more ad-hoc support around volunteering, opportunities, training, however they can also access practical and emotional support at any time. We expanded our support service to offer this wrap-around support to our community volunteers during the pandemic. We were noticing an increased demand for additional support with issues such as mental health and wellbeing, finances, relationships, and isolation. This support continues to be an essential lifeline to many volunteers post pandemic and as they navigate the cost-of-living crisis. As well as 1-2-1 support, our Adult Services Team also coordinate social and development activities for the volunteers, including award ceremonies, celebrations, and training/development sessions. As the Adult Engagement Manager, you will oversee this element of our support and development of the volunteers, as well as the more programmatic and case load work of the wider Adult Services strand. Our Community Development Manager oversees community engagement and recruitment of volunteers, so you will work closely with them and the wider community team.

***“Coming here
gives me a
reason to
get up in the
morning”***



Community Wellbeing Project

(funded by ACVO Community Mental Health and Wellbeing Fund, Aberdeen Student Show Fund)

Our Community Wellbeing Project supports vulnerable adults to identify ways to take control of their own lives and build resilience. The project is inclusive, creating activities shaped by the people using them so they better meet their needs; empowering individuals to access the support and opportunities available to them that can improve their lives. Activities are people-led and strength-based, and we work in partnership with local specialist organisations to enhance our programmes and add value to existing support and activity in our communities.

Our project is community-wide (Aberdeen and Aberdeenshire), but with a key focus around target communities of interest. The first being the priority locality areas of Aberdeen, with many from these areas facing significant deprivation, inequality, and financial hardship. Secondly, those experiencing isolation and loneliness, this may be older people or members of the public who are experiencing poor mental wellbeing due to their disconnectedness to their peers and community. Finally, we aim to support those who experience discrimination – this could include those with mental health issues, drug and alcohol issues, justice experienced, care experienced, homelessness experienced or who are asylum seekers or refugees.

Our key wellbeing activities and support include:

- our Wellbeing Café – a welcoming and safe space for individuals to come together, take part in meaningful activity and receive peer and professional support.

- our Wellbeing Walks - where participants explore different areas of Aberdeen, taking photographs and sharing stories.
- our programme of social events – providing individuals with the opportunity to experience social activities that they would otherwise not be able to participate in due to finances or lack of access. These will include group trips to local cultural events and seasonal activities.
- wellbeing workshops with partners such as Aberdeen Science Centre and SAMH. These sessions will provide individuals with a range of information and opportunities to improve their lives.
- providing 1-2-1 practical and emotional support to those engaged in our services. This individualised support provides wraparound support to those most vulnerable, ensuring support networks and services are in place and communicating effectively.
- our Wellbeing Radio Show – a monthly show where lived experienced individuals and professionals discuss key themes around mental health and wellbeing. This show allows those we support and our partners to reach a wider audience – sharing their stories and raising awareness.
- supporting individuals and communities to create powerful media that inspires and empowers, while bringing visibility to the excellent work taking place across the city.



Engage programme

(funded by CashBack for Communities)

Engage is a Personal and Skills Development Course for those aged between 18 – 25 years old. The course offers taster sessions in Film and Radio, as well as structured support from our Employability team.

The programme uses media as a tool for engagement, providing meaningful group activity and opportunities for ongoing volunteering, with our support service providing a wraparound holistic and person-centred package of support. The programme aims to encourage, motivate, and inspire participants, many of whom have chaotic lifestyles and several barriers to engagement – these could be mental health issues, drug and alcohol issues, isolation and loneliness, justice experienced, care experienced, homelessness experienced. We hope to support young people to find their voice, express themselves through our platforms and begin a journey towards a more positive and stable life within their community.

“Working with shmu has given me hope for the future - I think there should be more opportunities for people like me. Maybe I wouldn’t have committed crimes.”

Engage participant



Campaigns and Strategic Focus

As an organisation we commit to three strategic campaigns throughout the year: **Climate Week North East**, **Mental Health Awareness Week** and **Challenge Poverty Week**. These campaigns align with our organisational priorities and objectives. Our Adult Services team are heavily involved in all three of these campaigns, supporting adult volunteers and participants to get involved and share their lived-experience, as well as supporting community members and organisations to get involved to raise awareness, reduce stigma, and promote the work happening across Aberdeen. As well as these three key campaigns, our Adult Services Team also take a lead in Refugee Week, Volunteers Week, Hate Crime Awareness Week and Men's Mental Health Week. We also use national awareness days to recognise key areas of our Adult Services work, including those around suicide, adult support and protection, recovery, and loneliness to name a few. By working in conjunction with campaigns and national days, it allows our adult volunteers, participants, and community members to have a voice on issues and topics important to them, using our platforms to share their experience and call for change and action.

“It has been a refuge for me, I have really realised how important shmu is for my mental health and it is the one part of my life I feel totally in control of.”



New and Developing Adult Services Programmes

Community Wellbeing Project

Our existing Wellbeing work is only part-funded and we maintain it through organisational reserves. We have recently applied to the National Lottery Improving Lives Fund to fully fund this project for two years, including the recruitment of a new Support Worker. This investment, that we are confident to secure by summer 2024, will allow us to not only sustainably fund our existing wellbeing support activities, but also reshape and develop them to support more individuals across our communities. Some of the developments will include the creation of bespoke courses – a range of courses, developed with individuals, to provide them with learning and development opportunities that best suit their needs. We will use creative media (film, TV, music, journalism, photography, radio, and podcasting) as a tool for engagement, self-expression and developing core skills such as confidence, communication, and teamwork. We will tap into our employability services to allow individuals to opportunity to explore their future potential. We will also create more wellbeing content and platforms by establishing a regular TV show and podcast series, to complement our existing Wellbeing radio show. With the new Support Worker role joining the team, we will be able to reach more people, focusing on target communities of need and supporting wellbeing initiatives in local areas. We will also be able to resource our Adult Engagement Manager's involvement in strategic areas of work such as mental health, poverty, justice and trauma. Finally, we will also be able to access more specialist training for staff and those we support, as well as working with a wider range of partners.

Poverty and Trauma Project

Tackling poverty is a core strategic aim of shmu and underpins our work within our target communities with both adults and young people, with our target communities being those in the priority areas of Aberdeen (SIMD 0-20%). Trauma Informed practice has been a growing strategic aim for our organisation; embedding its practices into all aspects of our service creation and delivery, but also considering how we can support other organisations to become Trauma Informed, with an overall ambition of making Aberdeen a Trauma Informed City.

We recently applied to the Robertson Trust Foundation to explore our role within these areas more thoroughly, looking at organisational, local and systematic change.

This fund is for five years and, if successful, would drive our Adult Services strategic agenda and vision for the strand for that period. Within year 1 and 2 we would look to develop and reshape existing programmes, as well as introduce new projects and initiatives. As we move through the funding period, our Adult Engagement Manager would focus on local and systemic change, using our projects as evidence and tools to promote action and practical change in the sector.

This new, exciting and innovative area of work offers the opportunity for our new post-holder to codesign and implement.

Community Justice – Throughcare Project

Our Adult Service's strand ran a pre and post-release support service in HMP Grampian up until August 2022 when our funding came to an end. Although we still have close connections with the prison and justice experienced individuals are one of our target groups, we don't currently have any specific funding to allow us to develop more community justice work. As a key community justice supporting organisation in Aberdeen and through our previous prison work, we were invited by Community Justice Scotland to take part in their national commissioning process. We are currently taking part in discussions with other local and national organisations to form a coalition of services that will provide coordinated support to those leaving custody. This is an exciting opportunity for the post-holder to explore with our Chief Executive and other partners, building on our previous justice work and our current community and preventative focused work.

Increased programmes for 18–25-year-olds

As outlined above, we have some bespoke programmes for 18–25-year-olds through our employability and engage courses. However, this is an area of work we would like to expand and develop in line with the needs and gaps identified by young people and stakeholders. As part of this role, you would be involved in exploring this area of work and supporting funding bids to resource the organisations vision.



“I would absolutely recommend shmu to other people - if you come in looking to give as much as you are looking to get out of it, you will find it will enrich your life immensely.”

