Tender Opportunity:

Our Glenkens
Social Media Strategist

(Freelance role, fixed-sum contract)

GCAT Context

The Glenkens Community & Arts Trust (GCAT) has a long track record of economic regeneration through arts and community work in the Glenkens. We are a key anchor organisation for the area, with a clear vision of making the Glenkens an excellent place to live for people of all ages. We do this by:

• Interweaving Arts, Community and Heritage to enrich the life of the area.

• Delivering our Artistic Vision with passion and creativity.

• Supporting many activities core to the quality of life of people and environment of the Glenkens.

• Driving economic and social regeneration of the area through championing the delivery of the Glenkens & District Community Action Plan.

Our Glenkens is a GCAT project which builds on our established Glenkens Gazette and Glenkens Hub projects. Instead of accepting depopulation as a given, we are trying to change the narrative and show that for many young people, the Glenkens is a great place to make a home and a life. It hosts videos and interviews that showcase just some of the young people that have made the Glenkens their home.

Our Glenkens was inspired by another community-led project, Uist Beò. Developed in the Outer Hebrides by young islanders and managed by CoDeL, Uist Beò connects people, amplifies place-based narratives, and drives positive change.

By spotlighting the successes and everyday realities of our young people, Uist Beò and Our Glenkens have begun to rewrite the story of what it means to live, work, and thrive in 'remote' rural places.

The Tender

GCAT has sourced funding from the Scottish Government's Climate Emergency Fund (CEF) for an evolution of Our Glenkens with a particular focus on young people demonstrating climate sustainability in their life in the Glenkens.

This tender is for **the creation and management of a social media campaign that uses our new, original content and gets it to the widest possible audience.** The aim is to shine a spotlight on the climate-positive work that goes on all around us in the Glenkens to as wide an audience as possible.

The client for this role will be the GCAT Chief Executive. The work will be supported by Gail Challis, the Glenkens Hub Digital Editor, and the Glenkens Gazette sub-committee. There will be additional support available from the Uist Beò digital content creators.

This role could be delivered remotely if the person applying has a strong existing connection to the Glenkens.

Deliverables:

- Creation of campaign plan from October 2025 to Feb 2026 that plans out best use of the new content and existing SM channels (FB, IG and TikTok).
- Execution of that plan over that timescale.
- Refinement of the plan in the light of the responses and analytics.
- A final report setting out the analytics, findings and recommendations for any evolution of the project.

To support this, you will:

- Work with the GCAT team to understand the vision for the project and the content and ethos of the deliverables and Our Glenkens.
- Work with the videographer to understand their timetable for content creation.
- Agree the timetable and plan with the GCAT Chief Executive.
- Work with the Uist Beò digital designers to keep both projects aligned.
- Work with the Glenkens Hub Digital Editor to get the content published on the Hub website and social media channels on the agreed timeline.
- Attend a closing event in the Glenkens in Feb / March 2026.

Timeline:

- Applications close: 9pm, Sunday 14th September.
- Shortlisting and selection process: Week of the 15th September.
- Contract start date: Soon after that.
- Draft campaign plan: 3rd October
- Execution of plan: Oct 2025 – Feb 2026.

Application Process:

- Apply by email to helen@catstrand.com by 14th September 2025
- Include all relevant CVs or portfolios and a cover letter setting out your strengths with regard to this tender, your connections to life in the Glenkens and your matches with the Person Specification.
- Include 1 or 2 past examples of work that you feel are particularly relevant.

Person specification:

- Essential: Experience of creating and delivering effective SM campaigns over FB, IG and TikTok.
- Essential: Able to accept responsibility for delivering a high-quality product on time.
- Essential: Able to accept responsibility for having access to the Our Glenkens SM channels and to act responsibly with them.
- Essential: A collegiate worker, able to take on board edits and amends and to work within the GCAT and Glenkens Hub ethos and voice.
- Essential: A lived understanding of what content will most appeal to audiences aged under 30.
- Desirable: Experience in creation of engaging social media content, including writing stories and taking photos.
- Desirable: Lived experience of a remote-rural community, particularly the Glenkens.
- Desirable: A knowledge of the Glenkens Gazette and Glenkens Hub.

Details:

- Lump sum contract: £1,200. Based on an expectation of 60 hours work in total
- Payment by invoice to GCAT – schedule to be agreed.
- Tax and NI remain your responsibility.

Not included in scope:

- Creation of content.

This project has been made possible thanks to funding from the Scottish Government's Climate Action Fund.

