

# Community Development Worker

## background information

### Background

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 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, 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 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 2019, 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 operational work below:

**Community Media** – comprising of a community radio station, community magazines and a community TV project, our Community Media programme offers 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.

**Youth Media** – providing 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, journalism, TV and film making, and music), supporting transformational pathways in personal development and progression.

**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. This programme has been enhanced and developed in response to the ongoing need identified in the wider community following the pandemic and cost-of-living crisis.

**shmuTRAIN** - our employability programme, providing a hands-on, engaging, motivational and experiential learning setting, offering practical activities through which participants can develop the personal and core skills that they require in order to move on to a sustained positive destination (employment, further education and/or further training).

**57 North** – our not-for-profit venture which includes the only digital hub for the music sector in the North East of Scotland. The website provides event listings, news and opportunities, while a local music-focused radio show, 57 North Presents, broadcasts weekly on shmuFM.

**Digital Inclusion** – shmu has been involved in a number of digital inclusion initiatives and recently secured funding for Digital CONNECT, a pilot Digital Inclusion project, targeting those who have limited or no access to the Internet, digital devices and the digital skills they require to make the successful transition into sustained employment.

**North East Culture Collective** – shmu led a successful consortia bid to Creative Scotland on behalf of Culture Aberdeen partners, with £300,000 funding being secured for an 18 month initiative to establish a network of creative practitioners, organisations and communities, working together across the North East to create a positive difference locally and nationally in response to COVID-19.

**shmuTRADE** - the commercial arm of shmu, offering 'ethical' services with a tiered pricing structure. Services include video production, graphic design, sound recording and Internet based services.

**Connected Communities** – We have secured funding from the Investing in Communities Fund to develop community websites for each of the regeneration areas of the city. These community websites will create an exciting new online platform for local news, and essential and up to date information about the Coronavirus alongside a directory of services that are operating within the local community.

### **Our Strategic Vision for Communities' Work**

Through our communities' strand, we use creativity and community media to engage and empower marginalised communities, giving a voice to those that are usually not heard or are misrepresented in the mainstream media. We deliver campaigns, recognising that issues like poverty and poor mental health must be addressed if the inequalities experienced by the communities we work with are going to be tackled.

In the coming period we will continue to offer regular training and development opportunities for people in communities to use our media platforms to have their voice heard. This will include community radio, podcasting and TV training, as well as on-going recruitment to our magazine editorial teams. Using a community development approach, we will continue to develop a suite of community websites, providing a one stop shop for sharing opportunities, events and news. We will maintain our focus on the regeneration areas that we currently work with, as well as the communities of interest that we have identified as experiencing marginalisation and/or discrimination. We will also continue to develop our campaigns approach, with a focus on the issues that are most important to our communities.

We want to ensure that policy and decision-makers understand the lived experience of the communities we work with. As well as working with partners, we will use our community media platforms, our campaigns work, and a strategic approach to communications to ensure that lived experiences of our communities are driving policy change.

As well as continuing to ensure that the process of engaging with our community media programmes are highly impactful at an individual level, we will also place more emphasis on the quality and nature of our content. We will focus on giving a platform to the issues that really matter to our communities, while feeding into wider movements for social change.

We also want to influence how our public service partners engage with the communities we work with and contribute to a change in power which results in communities having more control over decisions and resources, with the support of public bodies. We will do this by promoting and piloting new ways of working, using approaches such as creative place-making, the [community paradigm](#) and community power, alongside our existing community media platforms and cultural activity.

### **Community Development Worker Role**

The Community Development Worker role has an important part to play in helping us make some of the strategic shifts we've outlined for our communities work above.

In this role, you will work with shmu's Community Development Manager, and other members of the shmu and North East Culture Collective team, to support and develop community engagement and development objectives, with a particular focus on exploring the role of creativity and culture in engaging and empowering communities. A core focus of the role will be supporting the delivery of Phase 3 of the [North East Culture Collective](#) project.

Using learning and experience from earlier stages of the project, Phase 3 of the North East Culture Collective will explore and establish how creativity and culture can be effectively used to engage and empower communities. It will look at how some of the key plans and strategies in Aberdeen can be energised by taking a more creative and cultural approach. We will bring together examples of such practice from other parts of the UK (and beyond) as well as test some of these ideas within priority/regeneration areas of Aberdeen. As well as a focus on how cultural activities can be used to identify community priorities, we will also explore how creativity can be used to bring communities together to deliver on such priorities. This will include commissioning both creative practitioners and cultural organisations to support and develop this work.

In liaison with shmu's Community Development Manager you will be working closely with community and statutory partners, using creativity and community media to engage and empower marginalised communities, giving a voice to those that are usually not heard or are misrepresented in the mainstream media.

The role will have a specific focus on building on and developing relationships within communities of the regeneration areas of Aberdeen City, as well as with communities of interest who have experienced marginalisation and under/misrepresentation. You will also support our work in testing out new ways of working between communities and public services (initially within Woodside and the Central locality area), with a view to addressing imbalances of power and increasing the resources given to communities.

Further information, detailing the job purpose, main tasks and actions can be found in the job description included in this pack.

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 5%)
- Cycle2work scheme
- 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.