

# Youth Development Worker

## background information

### Background

Station House Media Unit (shmu), established as a charity in 2003, is a core cultural organisation in the North East of Scotland and is at the forefront of Community Media development in the UK. While we deliver services across the region, our primary focus is supporting residents from Aberdeen's seven regeneration areas and other disadvantaged communities, both geographic and interest based. Our diverse programmes include radio and video production, traditional and online publications, music production, and digital inclusion.

Our vision is for an equitable society where everyone can participate fully, achieve their potential, have their voices heard, and drive positive, lasting change.

In 2024, we undertook a strategic review and identified nine key priorities that underpin our mission to use media as a tool for skills development, community empowerment, and fostering positive change. These strategic objectives are:

- Community Empowerment and Voice
- Skills Development and Aspiration
- Tackling Barriers
- Creating Community
- Strategic Advocacy
- Climate and Nature
- Organisational Sustainability and Effectiveness
- Our Spaces
- Technology & Innovation

These priorities guide our work and ensure our programmes deliver meaningful impact across the communities we serve.

### 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 are in the process of completing the redevelopment of the older part of our HQ in Aberdeen, which we will be completed in 2025.
- We have recently taken on the management of a purpose-built TV/Music studio located within the new Greyhope Community campus in Torry.
- We 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 Services**), 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:

**Youth Services** – 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. This new role will support expansion of our existing activity whilst also developing opportunities for creative engagement projects for young adults aged up to 25.

**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.

**Adult Services** – Our Adult Services strand supports all our work with vulnerable adults at shmu. This includes 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 ongoing need identified in the wider community as a result of the 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 £500,000 funding being secured for a 3 year 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. With the learning and experience from earlier stages of the project, we are now delivering Phase 3 of the North East Culture Collective, which is exploring and establishing how creativity and culture can be effectively used to engage and empower communities.

**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 Youth Services**

Through our Youth Services strand we use creativity and community media as powerful tools for engagement, empowering young people in marginalised communities to raise their voices, build essential skills for life, boost confidence, strengthen communication, enhance social connections, and raise aspirations. Our goal is to help every young person achieve success on their own terms.

Our wide range of youth-focused media projects are delivered by media tutors alongside skilled youth workers who embed wellbeing support into creative activities, equipping participants with the confidence and practical skills needed to reach their full potential and become active, visible members of their community. Through co-designed, youth-led projects, we create a dynamic environment where young people can explore their interests, express themselves, and build lasting connections with their peers and the wider community.

In the coming period, we aim to extend our services to reach more young people across our target communities in Aberdeen, particularly those aged 18-24. This will create meaningful progression opportunities for existing participants while engaging new groups of young people who would benefit from creative, skills-based, and empowering youth work provision.

We are committed to offering a safe, inclusive, and supportive space where young people feel valued and empowered to shape their experiences. Co-designed programmes ensure that our work is responsive to their needs and aspirations, encouraging ownership and participation.

Raising aspirations and building confidence are central to everything we do. We inspire young people to believe in their potential, set meaningful goals, and provide them with the tools and support they need to achieve those goals. Our activities offer the chance to develop a broad range of transferable meta skills - including communication, problem-solving, teamwork and research skills - alongside practical technical skills in filmmaking & TV, radio & podcast, and music production.

In preparing young people for positive transitions into education, employment, and volunteering, we provide real-world experience, hands-on training, and access to employability services. Alongside this, we place a strong focus on mental and emotional wellbeing, using creative expression and collaboration as key tools to reduce isolation, encourage a sense of belonging, and strengthen connections within the community.

## **Youth Services Development Worker Role**

Funded for three years by Young Start (The National Lottery Community Fund), our Youth Development Worker will play a key role in expanding shmu's youth services, increasing engagement with young people across our target communities and extending opportunities for those aged 18-24. Working alongside the Youth

Services Manager, they will support the development of meaningful progression pathways for existing participants while reaching new audiences who would benefit from our creative and skills-based programmes.

With a strong focus on co-designed, youth-led activities, the Youth Development Worker will ensure that young people are actively involved in shaping their own experiences. Through creative media projects, they will embed wellbeing support, helping young people build confidence, strengthen social connections, and develop both transferable and technical skills. By providing hands-on experience in media production, digital storytelling, and content creation, they will equip participants with the practical skills needed to support transitions into education, employment, and volunteering.

The role will also focus on creating a safe, inclusive environment where young people feel valued and supported. Through tailored guidance, the Youth Development Worker will empower participants to take an active role in their communities, reducing isolation and encouraging collaboration. By fostering a sense of ownership and belonging, they will help young people develop the skills, confidence, and ambition to achieve their long-term personal and professional goals.

This role is open to full-time, or job share applicants and requires regular evening and weekend work to support the delivery of youth-focused projects.