

JOB DESCRIPTION

Strategic Partnership Manager

CONTEXT

Everyone TV leads the management, operation, and strategic development of free-TV in the UK. We are responsible for the operation of Freeview and Freesat, the nation's two major free TV services enjoyed in more than half of all TV homes in the UK.

Everyone TV is owned and supported by its Members: the BBC, ITV, Channel 4 and Channel 5. Everyone TV is a not-for-profit company which is funded through direct funding from its Members and a range of commercial activities.

Freeview is the UK's digital terrestrial television (DTT) platform in the UK. Everyone TV is co-located and works in close collaboration with Digital Television Services Limited, which leads on consumer marketing of (and owns) the Freeview brand. Together these two companies work in partnership to run the Freeview TV platform and services. Freeview is the largest TV platform in the country, used in 18m homes. Freeview Play, our live and on-demand TV service, is now actively used on 5m devices.

Freesat has been in operation for over 12 years, delivering over 2 million homes with the best of linear TV and On Demand content over satellite. The platform carries over 170 channels, including more than 25 in HD, as well as some of the leading free On Demand platforms, like BBC iPlayer, as well as paid for On Demand services like Netflix and Rakuten TV.

Everyone TV, in conjunction with its shareholders, is focused on offering the best free TV experience to UK viewers across terrestrial TV, satellite TV and increasingly internet TV, ensuring that free-TV – with PSB at its heart – remains as strong and vibrant in the future as it has been to date.

We are passionate about the future of the UK's broadcasting industry and TV's role within what is one of the fastest growing sectors in the UK economy.

OUR VISION

Our vision is to offer the world's best free television service, because we believe everyone in the UK has a right to great TV for free.

THE WAY WE WORK

Collaborative – open, collaborative and always respect each other and all our partners.

Creative – smarter, more agile, and more creative than our competitors. We find innovative solutions and open up opportunities to deliver our vision.

Ambitious – determined and ambitious about our work, always delivering the very best for our viewers.

Positive – we bring positivity to everything we do, sharing in our successes and learning from our mistakes together – without judgement or blame.

ABOUT THE ROLE

Reporting to the Head of Strategic Partnerships, the **Strategic Partnership Manager** is a business development role within the Commercial team that is responsible for developing and maintain commercial relationships with our ecosystem partners.

In this role, you will be the primary point of contact for a set of partners and will be responsible for building and maintaining strong relationships with them. This will require you to work closely with the partner organisations as well as with internal teams to coordinate technical, product and retail workstreams. This includes liaising with project teams, producing project reports for a multitude of audiences and identifying and managing risks and issues.

The goal would be to develop partnerships with Smart TV manufacturers and Operating System platforms to extend the reach of DUK's current platforms, Freeview Play and Freesat, as well as any new products, and thereby ensuring that free TV is available as widely as possible in the UK. Finally, this role will require a solid understanding of DUK and our partners' commercial KPIs and using those insights to drive alignment of business models that are fit for the next decade of content distribution led by IP delivery.

RESPONSIBILITIES

- Responsible for building and maintaining key relationships with the different organisations operating in our ecosystem (primarily Smart TV manufacturers and TV Operating System platforms, and can extend to Retailers and Content Partners), aligning the activities of those organisations in delivering a quality product and user experience.
- Responsible for tracking and communicating the status of all partnerships, including producing concise, targeted contact reports.
- Responsible for tracking and communicating the status of retail partnerships, and the effectiveness of all in-store and on-line support activities provided.
- Pre-empting and managing key delivery risks and issues, providing recommendation for successful.
- Coordinating activities to provide support for current and future products which includes market and account launches, key metrics, and communications with Operations, Sales, Marketing and Supply Chain.
- Managing the commercial contract negotiations and contract extensions with partner organisations with the support of the Commercial leadership and Legal teams.
- Tracking the health of each partnership by tracking a set of KPIs to ensure value is delivered and realised by our product platforms.

- Pursue opportunities that are unique in each account that is assigned, in terms of merchandising, marketing and operations of our products.
- Develop effective business relationships with key clients and key personnel.
- Liaise with Sales and Marketing departments of partner companies to agree launch strategies for new products.
- Stay up to date with new product developments and suggest new ways to increase sales of products that offer our services.

REPORTING:

The production and issue of:

- Weekly/monthly partner contact reports.
- Weekly updates on agreed partner project plans.
- Quarterly business review of overall partner project plans and KPIs.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- A minimum of 5 years' management experience, having worked across technical, commercial, and customer-facing environments within the technology industry.
- Business development or commercial experience with managing content partnership & distribution deals across TV, Digital Media, Internet, or Telecom industries.
- Ability to identify requirements for change and drive them to completion, including strong influencing and negotiation skills.
- Ability to build effective relationships and develop rapport with partner companies.
- Strong understanding of digital media, advertising, consumer electronics, and broadcastings media ecosystems and commercial models.
- Comfortable speaking to technical and product details pertaining to partner integrations.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail.
- A strong teamwork ethic.
- A good working knowledge of PCs and business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint), Microsoft Project.

PERSONAL ATTRIBUTES

- Strong communication skills and able to get message across clearly and confidently.
- Committed, proactive and driven to deliver.
- Strong interpersonal skills, collaborative and always supportive with colleagues.

- Able to work with a wide range of people of different seniority levels, inside and outside the company.
- Sees the big picture and can find a way through ambiguity.
- Resilient and able to deal with setbacks.
- Thrives on working in a demanding and dynamic small company.
- Well organised, responsive, with exceptional attention to detail.
- Shows initiative and flexibility, even when working under intense pressure.
- Embraces and promotes a diverse working culture.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.

LOCATION

The role is based in Everyone TV's offices in central London.

The company offers flexible working, and we are currently implementing our hybrid ways of working.