

JOB DESCRIPTION

Head of Content Strategy & Partnerships – Continuing/12-month Fixed Term Contract

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 PSB 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 Chief Commercial Officer, the Head of Content Strategy & Partnerships is a senior business development role which has primary responsibility for the development and execution of the content and channel/app strategy across Everyone TV's free TV propositions such as Freeview, Freesat, etc. This will be led by evolving our partnerships with existing terrestrial and satellite broadcasting partners to ensure they are focused on delivering for the future IP-driven distribution age. At the same time, the role will require identification and development of new partnerships that would be deemed necessary to ensure that Everyone TV is delivering the most engaging free TV proposition for the UK households. Ultimately, this role will oversee the initial business development, partnership framework formulation, commercial negotiation, and partner management of all content partner agreements across all of Everyone TV's current and future platforms.

This role will require developing a close working relationship with the Everyone TV Product and Technology teams to understand and utilise the technical frameworks and product principles that we would require to onboard new content partners. Furthermore, this role will require strategic collaboration with the shareholders of Everyone TV: the BBC, ITV, Channel 4 and Channel 5 and their respective content teams to understand their public service remits and their consumer strategies so that those outcomes can be effectively delivered through the Everyone TV's platforms. Finally, this role will require development of a new set of partnerships with wider traditional (linear), video on demand and IP-only (FAST) content providers, based on a solid understanding of their commercial KPIs and using those insights for exploration of business models that are fit for the next decade of content distribution led by IP delivery. All of these should therefore fit into the delivery of a future facing free TV proposition that is fit for the digital age.

In addition, this role will act as an advisor to the executive leadership team on how to execute on our content strategy and build a content partnership pipeline that is evolving both qualitatively and quantitatively over the lifetime of the Everyone TV's platforms. It will require crafting of strategy documents that can be presented internally and with the Everyone TV Board to align strategic direction with our shareholders. The role will also need to represent Everyone TV in various partner and industry events and evangelise free TV. Finally, a Content Partnership manager will report into this role.

RESPONSIBILITIES

The specific responsibilities of the Head of Content Strategy & Partnerships are as follows:

- To lead on the development and implementation of the Content Strategy for Everyone TV's platforms, in close collaboration with the CCO.
- To strengthen relationships with our existing content partners, including our shareholders, understand their strategies and desired outcomes and evolve our platforms to ensure we deliver for them.
- To develop business and commercial models for our platforms and partners.
- To build new content partnerships with the wider ecosystem players to ensure we are bringing best-in-class content by leveraging existing but also by exploring new formats and delivery e.g. IP/FAST.
- To evaluate and execute partnership contracts by working closely with our internal legal and finance teams and with content partners' commercial leads.
- To develop and nurture content partner relationships through Partner Management meetings and workshops to ensure the engagements are strategic and future-facing, track performance regularly through business reviews and drive alignment for future.
- To manage content partner resources within the team and build strong relationships with relevant internal teams i.e., Technology, Product and Marketing.
- To prepare and present regular updates to executive leadership team and Everyone TV Board to facilitate decision-making and execution.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Extensive commercial experience developing content strategies and building partner relationships in media and entertainment content businesses, particularly the broadcastings and pay TV industry.
- Experience with managing complex content partnership & commercial deals.
- Experience working on joint product development and technology integration initiatives.
- 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.
- Strong content ecosystem relationships in the UK industry.

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.