

JOB DESCRIPTION

Commercial Planning Manager, Commercial Team

CONTEXT

Everyone TV runs the UK's free-to-view TV platforms, Freeview and Freesat. We're also leading free TV's evolution for a streaming age through the creation of new Freely service which was announced in September 2023 and will be launching on smart TVs in 2024.

Freeview is the UK's largest TV platform, watched in over 18 million homes. Freeview Play, our live and on demand TV service, is used on five million devices. Freesat serves 1.5 million homes carrying over 170 channels and offering linear TV over satellite and on demand content over the internet.

Everyone TV is a joint venture which is owned and supported by the UK's leading public service broadcasters (PSBs) - BBC, ITV, Channel 4, and Channel 5. We are not-for-profit and funded directly by our Members, and revenues from a range of commercial activities.

Our mission is to champion free TV for all. We're passionate about bringing together great TV in one place, for free, for the nation. Working in partnership with the PSBs and many other industry players, we are 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 public service broadcasting at its heart – remains as strong and vibrant in the future as it has been to date.

THE WAY WE WORK

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

Collaborative – We achieve together. We create strong partnerships based on trust and respect.

Supportive – We grow together. We learn from each other, and we invest in people's wellbeing and development.

ABOUT THE ROLE

This highly visible and critical enabling role is part of Everyone TV's Commercial Team and reports directly into the Chief Commercial Officer (CCO). This is a newly created position that will play a crucial role in further developing the commercial plans of our current services Freeview Play and Freesat, and our upcoming service Freely. The role will provide management support for critical initiatives and coordinate the efforts of Product, Legal, Strategy, Technology, and other internal functions to achieve the

CCO's strategy and deliverables. A key focus on this role includes developing 1-3 years commercial plans and roadmaps, and governance of key internal cross-functional forums and Member group meetings to ensure commercial alignment across all teams towards the Commercial Team plans.

The ideal candidate should have demonstrated experience in a commercial planning function and have proven experience in delivering commercial planning projects.

Experience in broadcast and digital media is desirable.

RESPONSIBILITIES

- Develop and refine annual and long-term commercial plans and tactics that are aligned with Everyone TV's and our Members' overall goals.
- Support critical cross-functional strategic initiatives, coordinate Members' objectives and drive alignment with internal functions in support of these initiatives.
- Represent the Commercial Team and support with governance of multiple internal and Member-facing commercial forums to drive Everyone TV's commercial plans forward.
- Support commercial strategic planning activities with Members' representatives to oversee and communicate critical developments in a timely manner.
- Provide management support to the CCO for key commercial workstreams and coordinate the efforts of the Commercial Team by working alongside cross-functional team members.
- Provide direction and support to Commercial function's Heads of Departments and their teams in developing their goals, plans, and specific responsibilities in support of CCO's broader organisational goals.
- Develop, maintain, and improve various commercial frameworks and processes that help in streamlining our engagement with Members and external partners.
- Develop and maintain Commercial process to measure, evaluate and report progress against goals.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Extensive experience working in a consulting or commercial planning role with exposure to the Broadcast, Technology, Media, or Telecommunications industries.
- Proven experience of owning and driving commercial planning process and outcomes.
- Excellent stakeholder management skills with experience of presenting to and influencing senior leadership through data driven insights.
- Experience in managing cross functional projects and senior stakeholders.

- Ability to adapt presentations and communications to different stakeholders and audiences e.g. functions, Members, partners, etc.
- Skilled at prioritising and managing multiple project schedules and deadlines that run concurrently.
- Solid knowledge of business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint), Microsoft Project.

PERSONAL ATTRIBUTES

- High numeracy and analytical ability, problem-solving with rigour, excellent attention to detail.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail.
- Committed, proactive and driven to deliver.
- Strong team working skills and the ability to build collaborative and productive working relationships 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 and responsive
- 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 central London offices, at the South Bank.

The company offers flexible working, and we are currently working a hybrid pattern.