

## JOB DESCRIPTION

### Content Partnership Manager, Commercial Team

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#### 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

The Content Partnership Manager will proactively develop and manage relationships with broadcast channel and app partners to help bring the best available and most engaging content to Everyone TV's portfolio of services, including Freely and Freesat. Content includes portfolios from BBC, ITV, Channel 4, Channel 5. You will report into the Head of Content Strategy & Partnerships, and you will be part of the Commercial team focussed on evolving our partnerships with existing terrestrial and satellite

broadcasting partners to ensure they are focused on delivering for the future IP-driven distribution age. In this business development role, you will make a major contribution towards improving the content offering on the platform and increasing revenue streams.

## RESPONSIBILITIES

- Engage with new and existing content partners to manage the launch of their channels and services across Everyone TV's portfolio of platforms.
- Work on the end-to-end process from researching new partners, negotiating commercial terms to working with internal teams in Product & Operations, Technology, Marketing and Finance & Legal.
- Take ownership of channel accounts, providing first class customer service, anticipating and handling account queries and other issues as they arise and be actively responsive, dealing with queries with efficiency and proficiency.
- Develop effective account management plans to generate revenue balanced with maintaining a strong content proposition.
- To prepare and present updates on channel portfolios, share of viewing and any related updates to internal and external stakeholders and partners.
- As part of a small team, you will have the opportunity to contribute to other ad hoc projects to develop your skills.

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Experience of working in Broadcasting or related content industry, in a commercial business development/content distribution and/or licensing role is required.
- Good knowledge of the TV market, trends and challenges.
- Strong understanding of digital media, advertising, consumer electronics, and broadcasting media ecosystems and commercial models.
- Proven negotiating and influencing skills and evidence of deal making.
- Experience working on complex contractual agreements.
- Ability to build effective relationships and develop rapport with partner companies.
- Sound knowledge of account management, financial spreadsheets and sales pipelines.
- Self-sufficient with both organisational and planning tasks with a good working knowledge of business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint), Microsoft Project.
- Knowledge and understanding of BARB and/or advertising sales is desirable.

## 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 bigger 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 central London offices, at the South Bank.

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