

## JOB DESCRIPTION

### Head of Retailer Partnerships, 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 launched on smart TVs in 2024, bringing aggregated live channels and free on-demand content to UK viewers over the internet for the first time.

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 Retailer Partnerships team establishes high quality partnerships to enable the best possible outcomes to enable the discovery and awareness of ETV's platforms when consumers are shopping for TV and related products online and instore. This role is focused on providing support to our TV device partners and retailers that carry the Freely service, through creating win-win retail go-to-market partnerships.

As Head of Retailer Partnerships, you will lead our engagement with all the consumer electronics retailers in the UK market to nurture the optimal partnership models to create awareness of the Freely service and grow our addressable device footprint. To accomplish this, you will need to collaborate with our Product, Marketing and the wider Commercial teams to be the conduit our retailer partners need to launch and support go-to-market initiatives to drive awareness of Freely enabled devices. You will also drive collaborations across our device partner organisations through the wider Commercial team.

You will be asked to build on existing retailer relationships and to craft and execute new partnership strategies to generate new business opportunities for us. While a majority of the role will be focused on establishing the Freely platform across the Smart TV and streaming device market, you will also need to work on helping the retail partners in managing the transition of Freeview Play and Freesat platforms to future-oriented initiatives. To be successful in this role, candidates must be able to manage and optimise our retailer partnerships to develop and drive growth of products that carry our Freely service, built on commercial and marketing programmes that benefit all partners in the ecosystem. Leveraging your depth of partnerships experience, you will have the opportunity to influence the broader partner organization as we develop new ways to grow our Freely base and reach more consumers.

#### RESPONSIBILITIES.

- Lead the Retailer Partnerships team and function to help achieve the Commercial Team's goals – driving awareness of Freely in retail channels that ultimately lead to maximising distribution of partner devices.
- Take ownership for managerial responsibilities for members of the team, including setting their KPIs, coaching and supporting them to achieve their goals and providing feedback on a regular basis.
- Responsible for building and maintaining key relationships with the different retailer organisations operating in our ecosystem (e.g. Argos, Currys, etc.) as well as identifying, incubating and growing new partnerships (e.g. John Lewis, Costco, etc.), aligning the activities of those organisations to deliver our commercial objectives.
- Responsible for tracking and communicating the status of all retailer partnerships, including producing concise, targeted contact reports and presenting to various stakeholders and Member forums.
- Manage the commercial contract negotiations and contract extensions with retailer partner organisations with the support of the Commercial leadership and Legal teams to ensure the growth of Freely and the transition of Freeview Play and Freesat.
- Track the health of each partnership by setting 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.

- Working closely with our Marketing team, be responsible for supporting retailer marketing projects and delivering 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 outcomes.
- Develop effective business relationships with key retailers and key personnel and conducting quarterly business reviews to measure progress towards agreed KPIs.
- Liaise with Product, GTM and Marketing departments of retailers to agree launch strategies for new products that carry our relevant service.
- Stay up to date with new product developments and suggest new ways to increase sales of products that offer our services.
- Reporting on the production and issue of:
  - Weekly/monthly retailer contact reports
  - Weekly updates on agreed partner project plans
  - Quarterly business review (QBR) of overall partner project plans and KPIs

#### KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIRED.

- A minimum of 10 years' partnership or commercial experience, having worked across commercial and customer-facing environments within the consumer electronics and retail industries.
- Business development or commercial experience of working at leading UK consumer electronics retailers or with managing UK retailer partnership across TV, Set-top box, Mobile or Telco industries.
- Demonstrated experience of implementing win-win strategies with CE device partners and retailers to drive their objectives.
- Experience of leading a team of high-performing managers, providing coaching and feedback and supporting the team's professional development.
- Experience of working on launching and managing broadcast or video services across the horizontal TV market through working with multiple TV/device brands and CE retailers.
- Ability to build relationships and develop rapport with partner companies through effective commercial propositions.
- Strong understanding of UK consumer electronics retailer landscape, in-store and digital advertising, shopper insights and commercial models that are developing in the retail industry.
- Comfortable speaking to marketing and product details pertaining to partner collaborations.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail.
- A good working knowledge of PCs and business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint) and Microsoft Sharepoint.

## PERSONAL ATTRIBUTES

- Strong collaborative team player and able to build rapport and maintain effective working relationships. Able to work with a wide range of people of different seniority levels, inside and outside the company.
- Demonstrable track record of successfully developing and delivering excellent verbal and written communication skills that can help articulate the vision of Freely to partners.
- Strategic thinker with the ability to analyse market trends, identify growth opportunities, and develop effective channel strategies.
- A strong people leader that is invested in coaching and is supportive in helping the team develop successfully.
- Committed, proactive and driven to deliver.
- Effective influencing and persuasion skills, able to guide decisions and ensure successful outcomes.
- Sees the big picture and can find a way through ambiguity.
- Resilient and able to deal with setbacks.
- Ambitious and 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 pressure.
- Embraces change and takes accountability and responsibility for solving issues.
- 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 a hybrid working pattern.