

JOB DESCRIPTION

Strategy Manager, Strategy Team

CONTEXT

Everyone TV runs the UK's free-to-view TV platforms – Freeview, Freesat, and now Freely.

Freeview is the UK's largest TV platform, watched in over 15 million homes. Freeview Play, our live and on demand TV service, is used on five million devices. Freesat serves 1.0 million homes carrying over 170 channels and offering linear TV over satellite and on demand content over the internet.

We're also leading free TV's evolution for the streaming age through the creation of our new Freely service which 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.

Everyone TV is a joint venture which is owned and supported by our Members - 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 or internet - 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 Strategy Manager will report to the Director of Strategy and will help lead, develop, and implement both strategy and policy work to champion free-to-air TV. In this role you will help steer Everyone TV through an important time in both the media and, in particular, policy landscape with the Government setting out its agenda, the implementation of the Media Act, and the current debate around the future of TV

distribution. As Strategy Manager you will also develop Everyone TV's strategic thinking and approach on policy and regulatory matters, coordinate and liaise with external stakeholders on this, and support other, related, strategic work strands. Working with the rest of the team, you will help ensure that the Strategy function serves broader organisational needs.

RESPONSIBILITIES

- Lead on horizon-scanning and monitoring of industry, regulatory and public policy debates and research relevant to Everyone TV, its Members and broader media sector. Synthesise and disseminate this information internally and – where relevant - to Members.
- Define and research strong, evidence-based foundations to our policy and regulatory positions through a variety of research methodologies including commissioning research agencies, subject-matter experts and think tanks.
- Work closely with the Executive, Communications & External Affairs team and Strategy team to develop compelling and coherent industry and policy positions for Everyone TV helping to drive consensus.
- Lead and coordinate the development of Everyone TV's responses to policy consultations and inquiries from Government (incl. Department for Culture Media & Sport) and industry regulator (Ofcom).
- Work closely with the Communications & External Affairs team on our engagement across Government, Parliament, regulators, the 'third sector' and industry preparing presentations, written briefings and attending in-person symposiums as required.
- Represent Everyone TV at external events including across government and regulators in support of our policy and strategy aims that support our mission to champion free TV for all.
- Manage Everyone TV's engagement with industry forums to look at the future of free-to-air television and its distribution within the UK.
- Lead internal policy education and discussion forums to surface challenges and recommend appropriate solutions.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- A minimum of 5 years' experience in a policy and/or strategy role within government, regulator or company associated with the TV, broadcast media or wider media industry.
- Extensive experience working in strategy, policy development and stakeholder management.
- In depth and detailed knowledge of policy and government relations in the UK and - preferably - the European Union.
- Ability to combine excellent analytical and policy skills with strategic thinking.
- Proven experience of developing and implementing strategic planning.
- Demonstrated ability and solid experience of evaluating research outputs that use a range of different approaches and methods to address policy questions.

- A high level of skill and experience of writing well-structured, cohesive and compelling policy papers which analyse the external economic, social and political context; critically evaluate options and propose evidence-based recommended practical solutions as a result.
- Strong communication skills with the ability to get your message across clearly and confidently with experience of public speaking.
- Demonstrated experience of developing and achieving policy initiatives within the media industry.
- Proven ability to coordinate, interact effectively and lead a broad set of senior stakeholders in a regulated, highly visible environment.
- Have an established network and stakeholder relationships with partners at PSBs, content providers, government entities, and civil society organisations.
- A proven track record of a strategic and proactive approach to achieving policy outcomes and practicable regulatory environments.
- Knowledgeable and active participant in current policy matters on media and broadcast media.
- Evidence of thought leadership and critical thinking on policy positions is preferable.

PERSONAL ATTRIBUTES

- Collaborative and has strong interpersonal skills – positive and confident and able to build strong working relationships with a wide range of stakeholders, of different seniority levels, both inside and outside of the company.
- Supportive team player and helps promotes a diverse working culture.
- Committed, proactive and driven to deliver, taking responsibility for solving issues with strong planning and organising skills.
- Shows initiative and flexibility, even when working under pressure whilst being resilient and able to deal with setbacks.
- Adaptable and able to work in a demanding and dynamic small company.
- Well organised, responsive, with exceptional attention to detail.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.
- Passion for the development of free-to-air television, and public sector broadcasting for positive social benefit.

LOCATION

The role is based in Everyone TV's central London offices, at the South Bank.

We are a flexible working employer, and the company currently works a hybrid pattern.