

JOB DESCRIPTION

Senior 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 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 a 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 the UK's leading Public Service Broadcasters (PSBs) - BBC, ITV, Channel 4 and 5. We are not-for-profit and funded directly by our Members (the PSBs), 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

As Senior Strategy Manager you will help Everyone TV develop and implement our future strategy to champion free-to-air TV, grow engagement with our platforms and demonstrate thought leadership on key industry issues.

You will combine strategic thinking and outstanding analytical skills, with an appreciation of policymaking in the TV sector and the ability to form relationships across all parts of the business.

The Senior Strategy Manager will be expected to lead specific projects, provide data and market insights to the organisation, and liaise with internal and external stakeholders to make significant contributions to major strategic and commercial initiatives. You will help us ensure that the Strategy function serves the broader organisational needs and acts as a thought leader to the organisation.

RESPONSIBILITIES

- Lead strategic initiatives, e.g., take innovative ideas from concept to recommendation with a clear implementation plan, formulating strategic responses to key market changes.
- Input into and support key projects owned by other technical or product strategy teams or departments, e.g., help colleagues assess opportunities, define business plans, formulate options, articulate priorities, influence key stakeholders.
- Draft and often own papers, presentations, and insights to senior-level executives, including at the Everyone TV Board.
- Contribute to the company's annual and mid-term strategic planning, such as assessing risks and opportunities, setting objectives, KPIs and priorities.
- Lead the management of our performance monitoring and reporting, by assessing progress against objectives and tracking performance measures against targets, whilst working with senior members of the organisation to devise new initiatives and strategic responses when required.
- Commissioning consulting and research projects, lead the work, and manage day-to-day activity of third parties, as agreed with the Director of Strategy.
- Represent the organisation at commercial and industry events and gatherings for specific initiatives as agreed with the Director of Strategy.
- Support the development of proposals and papers for policy influencing on debates affecting the future of free-to-air TV, in alignment with our shareholders' position.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Proven experience working in a strategy function, in-house or consultancy.
- Experience in use of strategic frameworks and in formulating bespoke analysis and recommendations.
- Experience in data analysis and modelling, and ability to synthesise data into compelling stories and actionable insight.

- Ability to appreciate and navigate the ambiguities involved with complex and possibly conflicting sets of data and market intelligence.
- Experience in independently delivering key modules of strategic projects with a real strategic and commercial impact.
- Experience in policymaking or influencing, and an understanding of how policy and regulation impacts the TV sector.
- Comfortable presenting updates and recommendations to senior executives.
- Strong planning and organising skills and can deal with conflicting priorities.
- Excellent Microsoft Excel and PowerPoint skills.
- Must have keen interest in and passion for TV.
- Work experience in the TV and / or similar media sectors desirable.
- Familiarity with BARB data is desirable.

PERSONAL ATTRIBUTES

- Strong communication skills and able to get message across clearly and confidently.
- 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.
- Committed, proactive and driven to deliver.
- Sees the big picture and can find a way through ambiguity.
- Resilient and able to deal with setbacks.
- Shows initiative and flexibility, even when working under intense pressure.
- Adaptable and able to work 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.
- Supportive team player and helps promote 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.

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