

## JOB DESCRIPTION

### Platform Partnerships Manager, Commercial Team

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#### 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 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 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

Reporting to the Head of Platform Partnerships, the Platform Partnerships Manager is a business development role within the Commercial team that is responsible for developing and maintaining commercial relationships with our ecosystem partners.

In this role, you will be the primary point of contact for a set of TV platform partners and will be responsible for building and maintaining strong relationships with them. This will require you to work closely with the partner organisations as well as with internal teams to coordinate technical, product and retail workstreams. This includes liaising with project teams, producing project reports for a multitude of audiences and identifying and managing risks and issues.

You will be responsible for developing partnerships with Smart TV manufacturers and Operating System platforms to extend the reach of Everyone TV's current platforms, Freely and Freeview Play and Freesat, and thereby ensuring that free TV is available as widely as possible in the UK.

Finally, this role will require you to build a solid understanding of Everyone TV and our platform partners' commercial KPIs and using those insights to drive alignment of business models that are fit for the next decade of content distribution led by IP delivery.

## RESPONSIBILITIES

- Responsible for building and maintaining key relationships with the different organisations operating in our ecosystem (primarily Smart TV manufacturers and TV Operating System platforms, and can extend to Retailers and Content Partners), aligning the activities of those organisations in delivering a quality product and user experience of our services.
- Responsible for tracking and communicating the status of all partnerships, including producing concise, targeted contact reports.
- Responsible for account management of our platform partners in order to manage and improve the performance of our services across those platforms.
- Pre-empting and managing key delivery risks and issues, providing recommendation for successful operation of our services.
- Coordinating activities to provide support for current and future products/features which includes market and account launches, key metrics, and communications with Legal, Operations, Product and Marketing teams.
- Managing the commercial contract negotiations and contract extensions with partner organisations with the support of the Commercial leadership and Legal teams.
- Tracking the health of each partnership by tracking a set 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.
- Develop effective business relationships with key clients and key personnel.
- Liaise with Sales and Marketing departments of partner companies to agree launch strategies for new products.

- Stay up to date with new product developments and suggest new ways to increase sales of products that offer our services.
- The production and issue of weekly/monthly partner contact reports, weekly updates on agreed partner project plans and quarterly business review (QBR) of overall partner project plans and KPIs.

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Proven partnership/account management experience, having worked across technical, commercial, and customer-facing environments within the technology industry.
- Demonstrable experience managing content partnership & content distribution deals across TV, Digital Media, Internet, or Telecom industries.
- Strong understanding of digital media, advertising, consumer electronics, and broadcastings media ecosystems and commercial models.
- Ability to identify requirements for change and drive them to completion, including strong influencing and negotiation skills.
- Ability to build effective relationships and develop rapport with partner companies.
- Comfortable speaking about technical and product details pertaining to partner integrations.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail.
- A strong teamwork ethic.
- A good working knowledge of PCs and business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint), Microsoft Project.

## PERSONAL ATTRIBUTES

- Strong communication skills and able to get message across clearly and confidently.
- Committed, proactive team player 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 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, responsive, with exceptional attention to detail.
- Shows initiative and flexibility, even when working under intense pressure.

- 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.