

JOB DESCRIPTION

Senior Brand Marketing Manager (Maternity Cover), Marketing - 12-Month Fixed Term Contract (Part-time 4 days per week)

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

As the Senior Brand Marketing Manager, you will be at the forefront of our B2C brands, Freeview, Freesat, and Freely - leading their brand, creative and marketing

strategies, and ensuring the delivery of impactful communications. Reporting to the Director of Marketing, you will be instrumental in driving brand and product awareness, and brand consideration, directly contributing to product sales.

This pivotal role also encompasses the guardianship and development of new requirements for the Everyone TV corporate brand. You will provide strategic direction, contribute to communications programs and forecasts, and manage a significant creative budget and resources, all while supporting the Director of Marketing and the wider team.

With two direct reports, you will lead and mentor particularly focusing on high-impact brand and campaign activity for Freely.

RESPONSIBILITIES

Brand Leadership (all brands)

- Lead brand strategy and positioning for Everyone TV, Freeview, Freesat, and Freely, ensuring long-term clarity, consistency, and relevance.
- Act as brand lead across the business, providing strategic guidance and direction to internal teams and partners.
- Evolve and maintain brand guidelines, identity systems, and visual frameworks across all platforms.
- Oversee brand asset creation and usage for campaigns, partner activity, and internal comms.

Paid Marketing Strategy – Freely

- Shape and co-lead the annual paid marketing strategy for Freely, aligning with overall brand and business objectives.
- Define and socialise robust audience personas in collaboration with Strategy and Insight teams.
- Co-own and manage the campaign calendar with the Head of Partnership Marketing, aligning messaging to key activation periods.
- Lead cross-channel paid media planning (AV, radio, OOH, print, digital) to maximise awareness and ROI.
- Oversee campaign performance tracking, ensuring results are reviewed and shared for future optimisation.
- Work closely with media and creative agencies to align planning and execution with brand strategy.

Creative Development & Campaign Ownership

- Own the overarching creative briefing process, ensuring all campaigns are audience-led and insight-driven.
- Develop emotionally resonant, channel-specific briefs that deliver integrated TTL campaigns across teams.
- Lead campaign messaging strategy to support brand awareness and consideration goals.
- Partner with Insight and Strategy teams to align messaging and creative with evolving audience understanding.
- Own and evolve the Freely Copy Bible, embedding tone of voice and messaging consistency across touchpoints.
- Manage agency and partner relationships (e.g. TMW, Ratchet, Hearts & Science), ensuring delivery is high-quality, on time, and on brand.

Agency Management

- Lead strategic relationships with creative, media, and production agencies, ensuring clear direction and consistent alignment with brand and campaign goals.
- Write and review creative and media briefs, ensuring they are strategic, insight-driven, and audience-focused.
- Manage agency performance and quality, ensuring work is delivered on time, within budget, and to the highest standard.
- Oversee agency budgeting and financial processes, in collaboration with Finance, ensuring accurate forecasting and reconciliation.
- Foster trusted, collaborative partnerships with agencies, driving innovation, consistency, and continuous improvement.
- Provide senior-level oversight across all agency outputs, ensuring creative excellence and strong ROI.

Stakeholder Management & Collaboration

- Use emotional intelligence to support team wellbeing and cultivate a high-performing, inclusive, and collaborative culture.
- Manage up to the Brand Director, providing timely strategic updates, surfacing risks/opportunities, and ensuring clear decision-making.
- Lead coordination and communication with PSB partners, sharing campaign

updates, creative progress, and key milestones.

- Contribute brand and marketing input to Everyone TV Board papers, aligning to team performance and business priorities.
- Oversee the planning and delivery of quarterly Marketing Board meetings – managing agendas, updates, and stakeholder logistics.
- Build strong cross-functional relationships across the business (Product, Commercial, Legal, People, Internal Comms, etc.) to ensure brand alignment and integrated campaign delivery.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Proven experience in a senior brand or marketing role with experience developing and executing brand strategies and a deep understanding of brand marketing principles - Ideally within media/broadcast or technology sector.
- Track record of delivering integrated marketing campaigns (AV, radio, OOH, digital, print).
- Experience of managing large creative budgets and agency relationships.
- Familiarity with media planning and paid media strategies.
- Experience with B2C audiences and customer personas.
- Understanding of creative and production agency processes.
- Familiarity with marketing analytics and performance tracking.
- Awareness of emerging market, media channels and campaign trends.
- Comfortable working in fast-paced, cross-functional environments
- Strong creative briefing and messaging development.
- Copywriting and tone of voice management.
- Stakeholder and partner management.
- Team leadership and mentoring.
- Excellent communication and presentation skills.
- Knowledge of the UK broadcasting/media landscape is preferable.
- Experience reporting to senior leadership and contributing to board-level input is desirable.

PERSONAL ATTRIBUTES

- Ambitious: you challenge yourself and motivate those around you to raise your game and go above and beyond. You're determined and always strive to deliver great work.
- Creative: you enjoy problem solving and coming up with new ways of looking at a challenge. You can think differently, using your creativity to land messages

with impact.

- Collaborative: you thrive on being part of a team forging great relationships inside and outside of the organisation. You're open, helpful, considerate and hands-on.
- Positive: you're driven and your energy and enthusiasm for the work you do are infectious. You're persevering and resilient, seeing problems and setbacks as a normal part of everyday life.
- Accurate: you are a passionate, articulate and compelling communicator with excellent attention to detail. You take pride in your work and aim for the highest levels of professionalism in all you do.
- Organised: you're a great organiser, both of yourself and others where appropriate. You enjoy the rigour of the planning process and can re-prioritise where required.
- Proactive: you're not afraid to take the initiative and are action-oriented.

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.