

JOB DESCRIPTION

External Affairs Manager, Communications 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 one 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

The Corporate Communications and External Affairs team leads the development and delivery of Everyone TV's corporate narrative and stakeholder engagement on the role and future of free TV in the UK.

Reporting into the Director of Corporate Communications & External Affairs the role of External Affairs Manager is focused on building an impactful and consistent advocacy programme across a wide range of stakeholders. You will take responsibility for stakeholder mapping, intel gathering and monitoring, engagement planning and delivery, and the development of relevant materials. Experience of event management is pivotal to the role as is working closely with the Marketing and Branding team within Marketing.

RESPONSIBILITIES

- Work with the Director of Corporate Communications and External Affairs in the development and delivery of the annual stakeholder engagement strategy.
- Lead the development of engagement plans across a range of stakeholders including parliamentarians, policy makers, industry bodies, consumer groups. Specifically lead the planning of engagement with parliamentarians including meetings, briefings, evidence for inquiries.
- Lead the development and dissemination of key stakeholder collateral such as briefings, fact sheets, leaflets, correspondence, presentations for meetings/events.
- Take a leading role in the planning and delivery of Everyone TV's annual TV industry event and parliamentary events.
- Work with colleagues in the Strategy team to develop policy positions and convey these to stakeholders.
- Conduct regular stakeholder analysis and mapping to maximise long term relationship development.
- Oversee the monitoring and dissemination of policy, political and industry intelligence.
- Respond to MP/parliamentary correspondence liaising with Government departments where relevant.
- Manage Everyone TV's public affairs agency ensuring value for money and alignment with strategic objectives.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Established experience in a communications/stakeholder relations/public affairs/policy role.
- Excellent communication skills – writing, speaking, presenting – with the ability to tailor messaging to different audiences.
- Previous experience of leading on engagement plans across a range of stakeholders.

- The ability to develop and maintain relationships with key internal and external stakeholders across a range of levels. Good interpersonal and influencing skills are critical as are diplomacy and integrity.
- Experience in segmenting audiences, tracking these and developing relevant engagement plans.
- Experience or demonstrable understanding of the UK political landscape and parliamentary procedures.
- Ability to understand complex and technical policy issues and translate these for different audiences.
- Energy, positivity, enthusiasm and passion for the role and the mission.
- Impeccable planning and organisation skills with previous experience in organising large-scale events preferable.
- Experience of working in the media or tech industries preferable but open to other sectors.

PERSONAL ATTRIBUTES

- **Ambitious:** You are determined and always strive to deliver great work.
- **Proactive:** You are not afraid to take the initiative and action oriented. You'll arrive eager to take the lead and get stuck in.
- **Organised:** You are a great organiser, both of yourself and others where appropriate. You enjoy the rigour of the planning process and can re-prioritise where required.
- **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.
- **Creative:** You enjoy problem solving and coming up with new ways of looking at a challenge. You're a great storyteller 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 are open, helpful, considerate and hands-on.
- **Positive:** You are driven and have high energy and enthusiasm for the work you do. You are persevering, resilient and able to deal with setbacks.
- **Open:** You embrace and promote a diverse and inclusive working culture and aware of own development needs.

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.

