

JOB DESCRIPTION

Marketing Strategy & Partnerships Manager, Marketing - 6-Month Fixed Term Contract

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

The Marketing Strategy & Partnerships Manager will support the Head of Partnership Marketing to develop and execute joint marketing strategies with key manufacturer,

retailer and OS partners. This role combines strategic planning, project management and media co-ordination - ensuring campaigns are integrated across all channels, budgets are optimised and deliverables meet partner and internal expectations.

They will also own the 'Integrated Marketing Calendar' and planning and project management process - providing visibility across all activity to ensure the Marketing team operates proactively, efficiently and to shared milestones.

This role is a critical enabler of Freely growth, maximising partner investment and ensuring coordinated delivery of activity that drives reach, demand and usage. The role will also work closely with the Marketing Director, ensuring alignment with wider marketing strategy and business objectives.

RESPONSIBILITIES

Partner & Contra Marketing

- Lead the planning and delivery of joint and contra marketing campaigns with manufacturers, retailers and OS partners.
- Ensure all campaigns are aligned with Freely objectives, deliver strong ROI, and maximise partner value and visibility and delivered to a high standard.
- Manage the planning and approval process, coordinating across partners, agencies and internal teams.
- Oversee use of contra value, ensuring media inventory is effectively utilised.

Media & Campaign Planning

- Support paid media planning across the funnel (awareness, consideration, conversion, usage) and integrate partner campaigns to maximise reach and efficiency.
- Act as the central control point for cross-channel planning, ensuring optimal budget allocation, no duplication and a balanced media mix.
- Lead the end-to-end management of the Integrated Marketing Calendar, implementing project management best practices to track milestones, deliverables and budgets - ensuring transparency, efficiency, and accountability across all marketing workstreams.
- Lead planning sessions, progress updates and reporting cadences to keep all stakeholders informed and accountable.

Performance & Insight

- Track and report on spend, campaign performance and partner contribution, highlighting optimisation opportunities.
- Lead quarterly and annual joint planning sessions with partners, embedding Everyone TV's objectives into shared roadmaps.

- Collaborate with Marketing team peers to design, execute, and analyse test-and-learn initiatives, driving continuous campaign optimisation and performance improvement.
- Work with the Partnership Marketing Executive to monitor competitor and market activity to inform campaign planning and strengthen partner strategies.

Collaboration & Stakeholder Management

- Serve as the key link between Marketing, Commercial, Product and Strategy teams to ensure campaign alignment and resource efficiency.
- Manage day-to-day relationships with partner marketing teams and respective media agencies.
- Support the Head of Partnership Marketing on senior partner negotiations and strategic presentations.
- Confident in coordinating multiple stakeholders and workstreams concurrently.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Experience in marketing planning, media strategy or partnership marketing, ideally within TV, media, tech or retail sectors.
- Strong project management and organisational skills, with proven ability to coordinate complex campaigns and multiple stakeholders.
- Commercial acumen with experience managing budgets and analysing campaign performance.
- Skilled communicator, confident working with senior stakeholders internally and externally.
- Proven skill in identifying and securing mutually beneficial brand or media partnerships.
- Ability to translate business objectives into data-driven marketing and partnership strategies.
- Passion for media, entertainment, and building partnerships that drive brand growth.

PERSONAL ATTRIBUTES

- **Ambitious:** You're driven to raise the bar for yourself and those around you. You're determined and always strive to produce work that makes an impact.
- **Strategic:** You think ahead, plan smartly, and align your work to deliver tangible business results.

- **Solutions-Focused:** You enjoy solving problems and finding new, effective ways to tackle challenges.
- **Creative:** You think differently, using creativity and insight to land messages with clarity and impact.
- **Supportive:** You're open, helpful, and encouraging - always ready to lend support and share knowledge to help others succeed.
- **Collaborative:** You thrive on being part of a team, forging strong, trusted relationships across departments, agencies, and partners.
- **Positive:** You bring energy and enthusiasm to your work, motivating those around you.
- **Resilient:** You stay calm under pressure and approach challenges with optimism, persistence, and a solutions mindset.
- **Organised:** You're a natural planner who enjoys structure and clarity. You can juggle multiple priorities, anticipate what's coming next, and keep projects on track - even when timelines shift.
- **Proactive:** You take initiative and pride in your work, spotting opportunities to improve and acting on them.
- **Detail-Oriented:** You balance big-picture thinking with precision and a commitment to high standards.

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.