

## JOB DESCRIPTION

### Senior CRM & Content Executive, Marketing Team - 12-Month Fixed Term Contract

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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

The **Senior CRM & Content Executive** will play a key role in driving growth for our flagship platform Freely, the UK's brand-new way to stream free TV. In addition to

supporting Freely, the role also contributes to the editorial content service on Freeview and Freesat, helping to deliver programme recommendations enjoyed by millions of viewers every week.

Reporting into the Head of Digital & Portfolio Customer Engagement this is a cross-functional position working with Editorial, Partnership Marketing, Campaign, Product and Insight teams, alongside daily collaboration with major broadcast partners including the BBC, ITV, Channel 4 and Channel 5. The role combines hands-on delivery of Customer Relationship management (CRM) campaigns, editorial curation, and content optimisation with the opportunity to help shape how audiences discover and engage with the best of free TV.

## RESPONSIBILITIES

### Email Marketing

- Build, test and deploy personalised and automated campaigns for key audience personas, ensuring best practice in segmentation, personalisation and deliverability.
- Write clear, concise briefs for design and copy, and manage the end-to-end build process with robust Quality Assurance to maintain accuracy and brand consistency.
- Design and run A/B and multivariate tests (subject lines, content, Call To Actions, send times) to improve engagement and conversion rates.
- Monitor campaign performance in real time, making tactical adjustments where needed to optimise engagement.
- Collaborate with editorial, campaign and partnership marketing teams to ensure emails reflect key content, product updates and campaign priorities.
- Support the development of customer lifecycle journeys (welcome, watch, reward, win-back), contributing to increased retention and reduced churn.
- Stay across CRM / email innovation - proposing new formats, tools and approaches to enhance audience engagement.

### Editorial & Campaign Support

- Play an active role in delivering our editorially led recommendations for Freely, Freeview and Freesat, working on programme selection and on-device curation with the Head of Digital & Portfolio Customer Engagement and the Content Marketing Executive.
- Support on content creation/writing across email, on-device, social and website – uploading, tagging and optimising content with an audience-first mindset.
- Collaborate and brief on website pages to support CRM journeys.

- Take responsibility for co-ordinating and delivering activity end-to-end, maintaining strong day-to-day relationships with channel partners and reporting back on outcomes.
- Bring forward content ideas and campaign suggestions based on audience trends, viewing behaviour and partner priorities.

### **Reporting & Compliance**

- Track and report on email and editorial performance using Google Analytics 4 and CRM reporting tools.
- Share insights and implement recommendations for future activity, ensuring learnings are fed into ongoing optimisation.
- Work with Insight and Product teams to support business initiatives and share insight and ensure learnings are fed into business Key Performance Indicator reporting.
- Ensure content follows copyright, licensing and GDPR best practices, with strong attention to detail and QA.

### **KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

- Hands-on experience with CRM/email marketing platforms (Braze preferred) and confident building, testing and optimising campaigns.
- Knowledge of customer lifecycle journeys (welcome, retention, win-back) and applying test-and-learn approaches.
- Strong copywriting and content creation skills, with proven experience in a content-led marketing role (agency or B2C).
- Familiarity with creative tools such as Canva or Adobe Photoshop.
- Experience using a CMS (Drupal desirable) for website content management.
- Ability to analyse and report on email, website and content performance (Google Analytics 4 or similar), providing actionable insights.
- Background in the television, entertainment or media sector.

### **PERSONAL ATTRIBUTES**

- Highly organised and detail-oriented, able to manage multiple priorities and stakeholders in a fast-paced environment.
- Self-starter who can work independently as well as part of a team.
- Flexible approach to work with a focus on delivery to deadlines.

- Able to work with a wide range of people, of different seniority levels, inside and outside the company.
- Collaborative and always supportive with colleagues and stakeholders.
- Resilient, able to work under pressure and deal with conflicting demands.
- Embraces and promotes a diverse working culture.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.
- Has a keen interest and passion for TV and the media industry.

## 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.