

## JOB DESCRIPTION

### Corporate Communications Manager, Communications & External Affairs Team.

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#### CONTEXT

Everyone TV runs the UK's free-to-view TV platforms – Freeview, Freesat, and 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 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.

The Corporate Communications Manager will be focused on delivering advocacy campaigns for free TV and public service broadcasting as well as building and enhancing Everyone TV's corporate profile across the media and industry.

## RESPONSIBILITIES

- Help develop and deliver an annual programme of corporate communications.
- Develop and implement the corporate social media strategy - planning, commissioning and implementing a rolling programme of news and opinion across owned channels (website, Twitter, LinkedIn), working closely with Everyone TV's Digital Marketing team.
- Generate news stories for a range of corporate media and sell these in as required, as well as responding to inbound press enquiries.
- Plan and deliver a programme of thought leadership for Everyone TV's senior management and other key staff, including public speaking engagements.
- Plan and deliver targeted and integrated campaigns working with the Consumer Communications Managers where appropriate.
- Build relationships with a range of journalists, stakeholders and opinion formers to drive awareness of and support for Everyone TV's mission and vision as well as key policy issues.
- Take a leading role in crisis management working closely with colleagues across Freeview and Everyone TV on issues of corporate reputation.
- Develop strong working relationships with counterparts across the TV industry and particularly in shareholder organisations to deliver optimal and consistent messaging.
- Work with the Director of Corporate Communications and the External Affairs Manager to manage and deliver large and small scale corporate events.
- Work closely with the Internal Communications Manager to support them with relevant content and updates to share with staff.
- Develop collateral such as briefings, reports, mailings etc for corporate use as and when required.
- Media monitoring and dissemination. Evaluate results and report on effectiveness of activities.

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Established experience in corporate communications, gained in a leading agency or in-house.
- Excellent communication skills – writing, speaking, presenting – with the ability to tailor messaging to different audiences, convey complex messages simply and creatively and be persuasive in delivery.

- Excellent storytelling skills, able to come up with ideas for stories and opinion pieces.
- Experience of planning and developing content for a range of communications channels including digital and social media on limited budgets.
- Excellent interpersonal skills and a down-to-earth attitude.
- Experience of running or being involved in delivering large- and small-scale events.
- Experience of measuring effectiveness of communications activity and campaigns.
- Energy, positivity, enthusiasm and passion for the role and the mission.
- Ideally, experience of working in the media or tech industries.

#### 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.

#### 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.