

JOB DESCRIPTION

Senior CRM Executive, Marketing Team - 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 **Senior CRM Executive** will play a key role in delivering engaging CRM communications that help audiences discover and enjoy the best of free TV across Everyone TV's platforms, with a particular focus on Freely.

Working closely with Marketing, Editorial, Product and Insight teams to lead the end-to-end delivery of CRM campaigns that connect viewers with great content, product updates and key platform moments. The Senior CRM Executive will help ensure our communications are relevant, engaging and optimised for performance and identify opportunities to improve how communications are built, tested and delivered while ensuring a high-quality customer experience.

The Senior CRM Executive will also provide ad hoc support to the wider marketing team across Content, Editorial, buying guides and campaign initiatives.

RESPONSIBILITIES

- Build, test and deploy engaging CRM campaigns that highlight the best of free TV, from must-watch shows to product updates and platform features.
- Manage the end-to-end campaign process, including briefing, build, QA and deployment.
- Use CRM platforms (e.g. Braze, Brevo or similar), alongside HTML and CSS, to create and optimise email templates and campaigns.
- Ensure communications render correctly and deliver a high-quality viewer experience across devices.
- Champion quality control processes, ensuring communications are thoroughly tested, accurate and compliant before deployment.
- Support the development and optimisation of customer lifecycle journeys (e.g. welcome, engagement, retention and win-back.)
- Drive a strong test-and-learn approach, setting up A/B tests and experiments to improve engagement and campaign performance.
- Identify opportunities to improve results through better use of segmentation, personalisation and dynamic content.
- Monitor campaign performance and provide clear insights and recommendations to inform future activity.
- Work collaboratively to ensure CRM communications reflect key content priorities and campaigns.
- Build strong relationships with internal teams and partners, helping shape briefs and ensuring activity aligns with wider marketing objectives.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Proven experience delivering CRM and email marketing campaigns in a fast-paced, consumer-focused environment.
- Hands-on experience with CRM or marketing automation platforms (e.g. Braze, Brevo, Salesforce Marketing Cloud or similar).
- Strong technical capability, including working knowledge of HTML and CSS, with the ability to build and edit email templates.
- Strong copywriting skills.
- Solid understanding of customer lifecycle marketing, including acquisition, engagement, retention and win-back strategies.
- Experience using segmentation, personalisation and dynamic content to improve campaign performance.
- Confident in analysing and reporting on campaign performance (e.g. using GA4 or CRM tools), with the ability to translate data into actionable insights.
- Excellent attention to detail and a quality-first mindset, with experience managing QA processes for high-volume communications.
- Strong organisational skills, with the ability to manage multiple campaigns and deadlines simultaneously.
- Confident communicator with experience working cross-functionally and building relationships with a range of stakeholders.
- Interest in television, streaming or entertainment, with an understanding of content-led marketing would be desirable.

PERSONAL ATTRIBUTES

- Self-starter who can work independently as well as part of a team.
- A proactive, test-and-learn mindset, with a passion for optimisation and continuous improvement.
- 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.
- 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.