

JOB DESCRIPTION

Partnership Marketing Executive, Marketing Team – 12-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 has recently 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 Partnership Marketing Executive reports into the Head of Partnership Marketing as part of the Marketing team, and will play a pivotal role in supporting our partnership

marketing efforts, managing partner requests, and ensuring the integrity of our brand presence across manufacturer and retail channels as we continue to scale our partnerships and retail presence.

In this role you will be expected to work cross-functionally, engage with key external partners and retailers and help ensure our brands are consistently well represented to provide a compelling brand experience across our products Freely, Freeview and Freesat.

RESPONSIBILITIES

Partnership Marketing Support:

- Assist in the planning and execution of marketing campaigns in collaboration with key retail and brand partners (such as Argos, Currys, etc.).
- Develop and maintain strong relationships with external partners to ensure smooth communication and collaboration on joint marketing initiatives.
- Support the creation of marketing materials and assets that align with partnership goals and Freely, Freeview and Freesat brand guidelines.
- Track and report on partnership campaign performance to understand the effectiveness of all in-store and online marketing activities, identifying areas for improvement and optimization.
- Work alongside others in the Marketing team to coordinate partner campaigns.

Partner Request Management:

- Act as the main point of contact for partner inquiries and support, ensuring timely responses and resolution of requests.
- Manage the coordination and logistics of partner-specific marketing needs, from asset creation to distribution.
- Ensure all partner-related requests adhere to the brand's guidelines and strategic priorities.

Brand Presence Auditing and Compliance:

- Conduct regular audits across retail touchpoints (in-store, digital, and other partner channels) to ensure the brand's presence aligns with corporate standards and guidelines.
- Monitor partner and retail displays to ensure accurate representation of the brand's messaging, visual identity and positioning.
- Work closely with the internal brand and creative teams within Marketing to resolve discrepancies and provide guidance to retail partners on maintaining brand integrity.
- Provide feedback and recommendations for improving brand visibility and compliance across various retail environments.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Strong verbal and written communication and interpersonal skills, with a collaborative approach to working with both internal teams and external partners as well as colleagues at all levels.
- Excellent planning and organisational skills with the ability to manage multiple projects simultaneously.
- Strong understanding of brand guidelines and experience in ensuring brand consistency across various channels.
- Relevant industry experience in one of the following areas is desirable - partnerships, retail or marketing.
- Detail-oriented with a proactive attitude toward problem-solving and improving processes.
- Excellent time management skills with experience of working under pressure to tight deadlines.
- Strong analytical skills with the ability to assess campaign performance and suggest actionable improvements.
- Experience of using creative tools such as Canva/Adobe Photoshop to assist with creating assets.

PERSONAL ATTRIBUTES

- Well organised, responsive with high attention to detail and a passion for maintaining brand integrity.
- 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.