

## JOB DESCRIPTION

### Data Analyst, Strategy Team

---

#### 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 18 million homes. Freeview Play, our live and on demand TV service, is used on five million devices. Freesat serves 1.5 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 (the PSBs), 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

We are looking for a Data Analyst to help us develop and implement our future strategy to champion free to air TV. Our key priorities are to grow Freely, our new streaming platform, and grow engagement with our existing platforms, Freeview and Freesat. This role sits at the centre of this: to help us collate, process and understand the changing landscape with our platforms. We also collaborate with our colleagues

and Members to demonstrate our thought leadership on key policy issues relating to TV distribution.

This role reports into the Director of Strategy and is a critical and exciting role in a growing organisation that requires someone able to combine outstanding data, statistical and analytical skills with strategic thinking; and the ability to form relationships across all parts of the business.

The Data Analyst will be expected to lead on first-party data processing and analytics for Freely and other platforms; liaise with internal and external stakeholders on data insights; and support the data needs and analysis of other strategy projects and programmes. The role – working with the rest of the team – will help ensure that the Strategy function serves broader organisational needs.

## RESPONSIBILITIES

- Lead the collation, processing and analysis of first-party usage, viewing, content and commercial data on Freely.
- Work closely with, and build strong relationships, with the broader Strategy team (e.g. the Insights team) to feed into their data and analysis needs, support their understanding of growing trends with Everyone TV's products.
- Develop, own and feed into various Freely data reports to internal and external stakeholders.
- Lead the strategy and development of business intelligence tools, practices and solutions to empower stakeholders to service their insight and data needs.
- Work with Strategy team members to draw insights from variety of external data sources - GfK, Barb, Enders, etc. – and combine those insights with learnings from first-party data, as relevant.
- Contribute to various ongoing strategic work strands, e.g. performance reporting, future strategy, market insights, etc.
- Contribute to the management of our performance monitoring and reporting by assessing progress against objectives and tracking performance measures against targets, working closely with the rest of the Strategy team.
- Input into and support other departments, e.g., assess opportunities, define business plans, formulate options, articulate priorities and influence key stakeholders.
- Draft and contribute to papers, presentations and insight to senior-level executives, including at the Everyone TV Board.

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- At least 2 years of experience working in a data or insights function whether that's at a corporate, consultancy, or agency.
- Experience and proven ability in data analysis, modelling (including good Excel proficiency), error handling, version control, and testing.

- Experience of processing large amounts of data from a variety of sources and ability to recognise and flag the value and limitations of any single data source applying critical thinking as needed.
- Ability to draw actionable insights from data as well as to turn them both into compelling narratives and presentations. For this excellent PowerPoint skills are also expected.
- Experience in independently delivering key data analysis modules of wider projects to time and in collaboration with other workstreams with a real strategic and commercial impact.
- Comfortable presenting updates and recommendations to team members and colleagues, including senior executives.
- Strong planning and organising skills with the ability to deliver on time. Experience with presenting and owning cross-functional meetings.
- Experience in the broadcast media and/or similar sectors desirable.
- Experience and a high degree of comfort with data visualisation and dashboard development such as Power BI, Tableau, and Looker Studio is highly desirable.
- Technical capabilities in data query languages (e.g. SQL) as well as Python/R or other statistical programming language experience is desirable.
- Extensive work experience or knowledge in a quantitative field such as statistics or data science is highly desirable.
- Must have keen interest in and passion for free-to-air TV mission.

#### PERSONAL ATTRIBUTES

- Strong communication skills and able to get message across clearly and confidently.
- Collaborative and has strong interpersonal skills – positive and confident and able to build strong working relationships with a wide range of stakeholders, of different seniority levels, both inside and outside of the company.
- Committed, proactive and driven to deliver.
- Sees the big picture and can find a way through ambiguity.
- Resilient and able to deal with setbacks.
- Adaptable and able to work in a demanding and dynamic small company.
- Well organised, responsive, with exceptional attention to detail.
- Shows initiative and flexibility, even when working under intense pressure.
- Supportive team player and helps promote a diverse working culture.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.
- Ability to analyse data and communicate it clearly to different audiences

#### LOCATION

The role is based in Everyone TV's central London offices, at the South Bank.

The company offers flexible working, and we currently work a hybrid pattern.