

JOB DESCRIPTION

Product Lead - Data & Effectiveness, Product & Operations

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, 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 however they connect - terrestrial, satellite or internet - 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 Product Lead - Data and Effectiveness defines and drives the data needs of the Everyone TV product team and wider stakeholders, in order to ensure we can deliver the best possible product portfolio, meet our mission to champion free TV for all, and

increase the level of engagement with our products, and with Public Service Broadcasting (PSB) and UK Free-To-Air programmes.

The Product Lead - Data and Effectiveness will report into the Head of Product Growth and will play a crucial role at the heart of Everyone TV's data strategy, and in our understanding of our customers and viewers. Primarily focused on our newest service, Freely, you will work closely with internal and external stakeholders to ensure that the right metrics are being collected and reported; to turn data into actionable insights in support of our objectives; and to determine 'what's next' for our data strategy.

You will of course work closely with the other members of the Product team and will establish strong relationships with heads of data within our Member organisations, building a reputation for trust and expertise.

This role is grounded both in the 'here and now' of ensuring our day-to-day understanding of Everyone TV services, and in 'bigger picture' thinking about where we can take our insight capabilities in the medium term.

RESPONSIBILITIES

- Manage the post-launch Freely data roadmap, working with the Everyone TV Product team and wider stakeholders to identify and prioritise candidates, and to effectively communicate ambitions and plans as they evolve.
- Own the product requirements for new metrics and reports, and work with our delivery partners, including YouView, on their development and successfully implement them through to launch, as well as working with internal teams to ensure that metrics are embedded within the business.
- Work in collaboration with Everyone TV Strategy and Technology teams, along with YouView, to identify the data capabilities and associated infrastructure required to meet Everyone TV ambitions for Freely usage data in the near and longer term.
- Lead a programme of qualitative insight gathering to support the usage data insights, including frequent usability testing during feature development work and a regular cadence of surveys and tests with a new Freely user panel.
- Act as the 'voice of the customer' across all our product development work.
- Work with the Strategy Team to commission ad hoc consumer research to ensure Everyone TV's knowledge and understanding of consumer needs and behaviours remains fresh and up to date.
- Head up Everyone TV's relationship with product data leads within our Member organisations, and other partners including other Content Providers, Manufacturers and Operating System (OS) providers.
- Continuously provide data-driven insights to influence the product roadmap.

- Create and maintain product-focused user insight dashboards, produce data analysis reports and handle various forms of data to enhance understanding and transparency within Everyone TV and our stakeholders.
- Identify and lead opportunities to conduct product experimentation, A/B testing or equivalent, managing outcomes and sharing findings.
- Champion a data-informed approach to product roadmap prioritisation, feature development and iterative UX improvement.
- Be able and willing to engage directly in data analysis when needed, demonstrating hands-on skills.
- Be able to collaborate seamlessly with cross-functional teams, including senior project managers, to enhance product features and user experiences.
- Foster a culture of data-driven excellence, inspiring every member of our team to leverage data in their roles.
- Analyse current business practices, processes, and procedures, leading to process improvements.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- An experienced product manager focussed on data with a strong record of strategic and innovative thinking resulting in data product delivery and beneficial business change.
- Experience of handling a diverse range of data tasks, demonstrating numeracy and confident interpretation and analysis of varying information sources.
- Excellent communicator who can articulate the value of data-based decision-making to stakeholders, including senior stakeholders, across the organisation and experience of creating compelling presentations.
- Strong analytical skills and experience with data-informed product design and decision-making.
- Experienced in managing customer insight and research projects, ideally including managing third parties to deliver them successfully.
- Excellent knowledge of the TV/broadcast/Video on Demand (VOD) sector, and the workings of streaming apps and TV platforms.
- Understanding of relevant legal frameworks for data collection and usage.
- Experience of driving improvements in business performance through a data-led approach and culture.
- Experienced in collaborating with technical and analytical teams.

PERSONAL ATTRIBUTES

- A commitment to excellence and passion for harnessing the power of data – elevating the whole teams data capabilities and inspiring colleagues to embrace a data-centric mindset. Demonstrably curious about the consumer.
- Passion and interest in data - confident about the benefits of using data to drive insights within an organisation.
- Strong interpersonal skills – positive and confident with external partners and comfortable working with a wide range of stakeholders, of different seniority levels, inside and outside the company.
- Detail-oriented - able to communicate and share complex matters to a range of stakeholders at different levels of fidelity; focused on accuracy in all aspects of work, with a passion for precision.
- Resilient and can manage own emotions under pressure; comfortable with challenging conversations; able to learn and develop from setbacks. Able to deal with conflicting demands and ambiguity and find solutions that can balance ostensibly competing interest.
- Embraces change and takes accountability and responsibility for solving issues.
- Interested in viewers and consumers, in technology, and in the TV sector.
- 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 and that of the wider team.

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.