

## JOB DESCRIPTION

### Head of Platform Partnerships, Commercial Team

---

#### CONTEXT

Everyone TV runs the UK's free-to-view TV platforms, Freeview and Freesat. We're also leading free TV's evolution for a streaming age through the creation of new Freely service which was 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.

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.

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 Head of Platform Partnerships is a business development leadership role within the Commercial team that is responsible for developing and maintain commercial relationships with our Platform partners including Smart TVs, STBs and Operating System providers. In this role, you will be leading a team of managers who are the

primary point of contact for a set of platform partners and will be responsible for building and maintaining strong relationships with them. This will require you to work closely with the partner organisations as well as with internal teams to coordinate technical, product, marketing and retail workstreams. This includes liaising with project teams, producing project reports for a multitude of audiences and identifying and managing risks and issues. The goal of the role is to develop partnerships with Smart TV / Streaming media device and TV Operating System platforms to extend the reach of ETV's platforms (Freeview Play, Freesat and Freely), secure appropriate prominence of free TV services on these platforms and thereby ensure that free TV is prominently available as widely as possible in the UK. Finally, this role will require a solid understanding of ETV and our partners' commercial KPIs and using those insights to drive alignment of business models that are fit for the next decade of content distribution led by IP delivery.

#### RESPONSIBILITIES.

- Lead the Platform Partnerships team and function at ETV to help achieve the Commercial Team's goals.
- Have managerial responsibilities for members of the team, including setting their KPIs, coaching and supporting them to achieve their goals and providing feedback on a regular basis.
- Take responsibility for building and maintaining key relationships with a multitude of platform partners operating in our ecosystem (primarily Smart TV & Streaming device manufacturers and TV Operating System platforms), aligning the activities of those organisations in delivering a quality product and user experience for our services.
- Lead a best practice Key Account Management function for all the platform partner accounts.
- Responsible for tracking and communicating the status of all partnerships, including producing concise, targeted contact reports and presenting to various stakeholders and Member forums.
- Managing the commercial contract negotiations and contract extensions with partner organisations with the support of the Commercial leadership and Legal teams.
- Tracking the health of each partnership by monitoring a set of KPIs to ensure value is delivered and realised by our product platforms.
- Pursue opportunities that are unique in each account that is assigned, in terms of commercial and business models, to make our products successful.
- Responsible for tracking and communicating the status of marketing and retailer partnerships, and the effectiveness of these activities on KPIs.
- Pre-empting and managing key delivery risks and issues, providing recommendation for successful.
- Coordinating activities to provide support for current and future products which includes market and account launches, key metrics, and communications with Operations, Sales, Marketing and Content & Retailer Partnership teams.

- Develop effective business relationships with key partners and key personnel within these organisations
- Liaise with Sales and Marketing departments of partner companies to agree launch strategies for new products.
- Stay up to date with new product developments and suggest new ways to increase sales of products that offer our services.
- REPORTING the production and issue of:
  - Weekly/monthly partner contact reports
  - Weekly updates on agreed partner project plans
  - Quarterly business review (QBR) of overall partner project plans and KPIs

#### KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIRED.

- A minimum of 10 years' management experience, having led business development or strategic account management teams across commercial and customer-facing environments within the media and technology industries.
- Demonstrated experience of managing partnerships & commercial negotiations across TV, Digital Media, Internet, or Telecom industries.
- Experience of leading a team of high-performing managers, providing coaching and feedback and supporting the team's professional development.
- Ability to identify requirements for change and drive them to completion, including strong influencing and negotiation skills.
- Ability to build effective relationships through account management of partner companies.
- Strong understanding of digital media, advertising, consumer electronics, and broadcastings media ecosystems and commercial models.
- Comfortable speaking to technical and product details pertaining to partner integrations.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail and teamwork skills.
- A good working knowledge of PCs and business software applications including Microsoft Office (i.e., Word, Excel, PowerPoint) and Microsoft SharePoint.

#### PERSONAL ATTRIBUTES

- Collaborative team player and able to build rapport and maintain effective working relationships. Able to work with a wide range of people of different seniority levels, inside and outside the company.
- Strategic thinker, able to lead, analyse and solve complex platform partnership issues. Sees the big picture and can find a way through ambiguity.
- High numeracy and analytical ability, problem-solving with rigour, excellent attention to detail.
- Ability to work autonomously, proactive, driven and motivated.
- Ability to lead a team, coach and support with their development.

- Embraces and promotes a diverse team culture.
- Confidence to deliver and present advice to the business.
- Persuasive communication skills, clear presentation, and written skills, with excellent attention to detail.
- Enjoys working in a fast-paced dynamic company. Constantly drives and achieves the best possible outcome.
- Well organised, responsive, with exceptional attention to detail.
- Shows initiative and flexibility, even when working under intense pressure.
- Effective influencing skills, able to guide decisions and ensure successful outcomes.
- Resilient and able to deal with setbacks. Can work under pressure and deal with conflicting demands.
- Embraces change and takes accountability and responsibility for solving issues.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.

#### LOCATION

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

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