

JOB DESCRIPTION

Internal Communications Manager, Communications Team (Part-time 4 days per week)

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 our Members 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 Internal Communications Manager reports into the Director of Corporate Communications & External Affairs as part of the Communications team. The role will

be focused on delivering against the annual internal communications strategy and close collaboration with teams across the company including the People Team, Marketing, IT, Office and the Leadership Team will be critical to achieving success in this role.

Everyone TV's past and future success is down to the people that make up the company. We pride ourselves on being a people-centric organisation where employees appreciate the culture and the focus on our company values. The role of Internal Communications Manager will help the organisation continue to prioritise the employee experience – keeping staff informed, engaged and motivated.

The role will oversee Everyone TV's internal communication channels including the company All Staff monthly meetings, newsletter and internal emails, develop and execute communications campaigns, advise and support teams with their communication and gather intel and insight to improve messaging and drive engagement with staff. The post holder will champion Everyone TV's internal tone of voice guidelines and advocate for raising employees' share of voice.

RESPONSIBILITIES

- Deliver high-quality internal communications to drive our strategic priorities and help increase employee satisfaction, engagement and retention.
- Develop, maintain and evolve Everyone TV's internal communication channels and develop tools to support these.
- Develop and execute communications campaigns to support strategic organisational objectives and activity.
- Lead the delivery of staff engagement initiatives, including when necessary organising events, presentations and for this year, social committee activities.
- Champion internal communications that are positive, clear, transparent and consistent, creating lively and engaging content that connects with employees.
- Work across the organisation to ensure our mission, vision and values run through everything we do, empowering colleagues to communicate and share knowledge effectively.
- Collaborate with Everyone TV People Team to communicate initiatives that support our company culture and the employee experience.
- Work with Everyone TV People and Marketing teams to ensure that internal communications reflect our tone of voice, branding, company values, and key messages.
- Track and monitor internal communications to ensure information is disseminated in a timely and consistent manner.
- Evaluate and measure the effectiveness of our communications and channels through quantitative and qualitative methods and analysis, including email, surveys, and other feedback mechanisms.

- Collaborate with External Communications colleagues to coordinate internal and external announcements and campaigns.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Previous internal communications experience in a busy, fast-paced, complex organisational environment, and able to transfer that experience to a new organisational setting. Experience gained within the creative industries sector is desirable.
- Creative and articulate, someone with excellent writing skills who is a great oral communicator who can bring organisational information to life in an engaging and interesting way.
- Excellent ability and experience of working collaboratively across, and with, a large range of stakeholders from various disciplines with differing business priorities.
- Proven ability and experience of influencing and persuading colleagues at all levels of the organisation.
- Excellent organisational and project management skills, able to effectively organise oneself and others, producing comms and engagement plans that are clear, practical and shareable.
- Innovative and tech-savvy, with proven experience of using a variety of (digital) creative tools such as Canva, Contact Monkey, Photoshop etc. to communicate with staff and willing to find, recommend and introduce new ones.
- Committed to the promotion of diversity and inclusion as well as the role of Corporate Social Responsibility (CSR) in an organisation.
- Proficient in Microsoft 365 (Word, Excel, PowerPoint, SharePoint, Outlook, Teams) and able to adapt to new technology/tools. Excellent PowerPoint skills are required.

PERSONAL ATTRIBUTES

- Strong communication skills and able to get message across clearly and confidently.
- Strong interpersonal skills, and always supportive with colleagues.
- Positive and curious, someone who is collaborative and is able to work with people and is adept at building strong working relationships across the company with diplomacy and sensitivity.
- Open and pro-active problem solver, always thinking of new ways to do things, eager to try new ideas and push boundaries.
- Able to work with a wide range of people, of different seniority levels, inside and outside the company.

- Adaptable and thrives on working in a demanding and dynamic medium-sized company. Resilient and able to deal with setbacks.
- Well organised, responsive, with exceptional attention to detail.
- Shows initiative and flexibility, even when working under pressure.
- 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.
- Passionate about TV and the media industry, brimming with ideas on bringing intel and information into the organisation from the sector and beyond.

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.