



JOB DESCRIPTION

Corporate Communications Manager

ABOUT US

Freeview is the UK's biggest TV platform. Our mission is to bring together great TV in one place, for free, for the nation. We are passionate about the future of the UK's broadcasting industry and TV's role within what is one of the fastest growing sectors in the UK economy.

Freeview is used by over 18 million homes in the UK and is available across multiple platforms including TVs, mobile and digital. We work with a range of partners across the industry to ensure that viewers can continue to watch and enjoy the UK's most popular content when and how they want.

ABOUT THE ROLE

We're a highly effective Marcomms team. We also work in partnership with Digital UK who manage Freeview's operations and product development. We're a sociable team who aren't afraid to ask questions and take risks.

The newly created role of Corporate Communications Manager will be focused on building and enhancing Freeview's corporate profile across the media and industry. You will take responsibility for day-to-day media relations, the development of content for owned channels and the execution of high impact integrated campaigns.

KEY RESPONSIBILITIES

- Develop and implement the corporate social media strategy - planning, commissioning and implementing a rolling programme of corporate messaging across owned channels (website, Twitter, LinkedIn)
- Generate news stories for a range of corporate media (nationals and trade) and sell these in to target media as required as well as responding to inbound press enquiries
- Plan and deliver targeted and integrated campaigns working with the Consumer Communications Manager where appropriate
- Build relationships with a range of journalists, stakeholders and opinion formers to drive awareness of and support for Freeview's proposition and purpose
- Formulate and manage an annual programme of public speaking engagements for senior and middle management providing appropriate levels of preparation and support
- Take a leading role in crisis management working closely with colleagues across Freeview and Digital UK on issues of corporate reputation
- Develop strong working relationships with counterparts across the TV industry and particularly in shareholder organisations to deliver optimal and consistent messaging
- Work with the Director of Corporate Communications and the External Affairs Manager to manage and deliver large- and small-scale corporate events

- Develop collateral such as briefings, reports, mailings etc for corporate use as and when required
- Monitor and disseminate intel and coverage. Evaluate results and report on effectiveness of activities.
- Day-to-day management of Freeview's corporate PR agency

SKILLS AND EXPERIENCE REQUIRED

- Established experience in corporate communications, gained in a leading agency or in-house
- Excellent communication skills – writing, speaking, presenting – with the ability to tailor messaging to different audiences, convey complex messages simply and creatively and be persuasive in delivery
- Experience of planning and developing content for a range of communications channels including digital and social media on limited budgets
- An ability to develop great working relationships with a range of colleagues and stakeholders. Good interpersonal skills are critical
- Attention to detail for your own and others' work
- Experience of running or being involved in delivering large- and small-scale events
- Experience of measuring effectiveness of communications activity and campaigns
- Energy, positivity, enthusiasm and passion for the role and the mission
- Ideally, experience of working in the media or tech industries but open to other sectors

PERSONAL ATTRIBUTES

Ambitious: you push yourself and those around you to raise your game and go above and beyond. You're determined and always strive to deliver great work.

Creative: you enjoy problem solving and coming up with new ways of looking at a challenge. You're a great storyteller using your creativity to land messages with impact.

Collaborative: you thrive on being part of a team forging great relationships inside and outside of the organisation. You're open, helpful, considerate and hands-on.

Positive: you're driven and your energy and enthusiasm for the work you do are infectious. You're persevering and resilient, seeing problems and setbacks as a normal part of everyday life.

Accurate: you are a passionate, articulate and compelling communicator. Your attention to detail is razor sharp. You take pride in your work and aim for the highest levels of professionalism in all you do.

Organised: you're a great organiser, both of yourself and others where appropriate. You enjoy the rigour of the planning process and can re-prioritise where required.

Proactive: you're not afraid to take the initiative, in fact you relish it, you're action oriented. You'll arrive champing at the bit to take the lead and get stuck in.

LOCATION

Central London, Fitzrovia