

JOB DESCRIPTION

External Affairs 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 role of External Affairs Manager is focused on building an impactful and consistent advocacy programme across a wide range of stakeholders. You will take responsibility for stakeholder mapping, intel gathering and monitoring, engagement planning and delivery, and the development of relevant materials.

KEY RESPONSIBILITIES

- Conduct regular stakeholder analysis and mapping in order to maximise long term relationship development.
- Work with the Director of Corporate Communications and External Affairs in the development and delivery of the annual stakeholder engagement strategy.
- Lead the development of engagement plans across a range of stakeholders including parliamentarians, policy makers, industry bodies, consumer groups. Specifically lead the planning of engagement with parliamentarians including meetings, briefings, evidence for inquiries.
- Lead the development and dissemination of key stakeholder collateral such as briefings, fact sheets, leaflets, presentations for meetings/events.
- Lead on all stakeholder engagement for the planning and delivery of events such as Freeview's annual TV conference and parliamentary events.
- Work with colleagues in the Strategy & Policy team to develop policy positions and convey these to stakeholders.
- Oversee the monitoring and disseminating of policy, political and industry intelligence.
- Respond to MP correspondence liaising with Government departments where relevant.

- Develop and champion Freeview's CRM system to deliver a systematic approach to stakeholder engagement.
- Lead Freeview's annual MP survey and other research where required.
- Manage Freeview's public affairs agency.

SKILLS AND EXPERIENCE REQUIRED

- Established experience in a communications/stakeholder relations/public affairs/policy role.
- Excellent communication skills – writing, speaking, presenting – with the ability to tailor messaging to different audiences.
- The ability to develop and maintain relationships with key internal and external stakeholders. Good interpersonal and influencing skills are critical.
- Experience in segmenting audiences, tracking these and developing relevant engagement plans.
- Experience or demonstrable understanding of the UK political landscape and parliamentary procedure.
- Ability to understand complex and technical policy issues and translate these for different audiences.
- Impeccable organisational skills, with previous experience in organising large-scale events preferable.
- Energy, positivity, enthusiasm and passion for the role and the mission.
- Experience of working in the media or tech industries preferable but open to other sectors.
- Knowledge of direct marketing techniques and tools desirable.
- Knowledge and/or experience of Microsoft's Dynamics CRM software or an equivalent CRM system desirable.

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