



**Job Title:** PR and Partnerships Manager  
**Reporting to:** Head of Marketing  
**Hours:** 9.30am to 5.30pm, Monday to Friday  
**Salary:** £35,000

### About Together TV

Want to help your community? Turn on your telly to Together TV.

Together TV is the UK's social purpose broadcaster, inspiring positive change. We encourage our viewers to do good in their lives and communities, motivates them and those around them through entertaining series and inspiring documentaries.

With brilliant, award winning programmes and the chance to better the neighbourhood, Together TV is available 24-hours-a-day on Freeview 82, Sky 170, Virgin 269 and Freesat 164, and through [www.togethertv.com](http://www.togethertv.com), My5, YouTube and Facebook.

Together TV is owned cooperatively by over two hundred people with a wider group of donors and backers including twenty leading media organisations.

### The role:

The PR & Partnerships Manager is responsible for leading our PR communications and partnerships delivery with external organisations across the media, creative and voluntary sectors. This role will identify and build relationships with key press, stakeholders, build local and national partnerships as that add value to our activities and drive brand awareness, and provide expert advice internally on public relations, stakeholder engagement and public affairs.

You will engage with and enhance our twenty-year relationships with the public service broadcasters BBC, ITV, Channel 4 and ViacomCBS, TV platform operators Sky, Freeview/Arqiva, Virgin Media and freesat, along with continuing to develop our partnerships with Facebook, Google and others in the creative, news and media sectors.

We work with dozens of national and local charities, voluntary sector associations and community groups, and we are seeking to increase the reach, scale and engagement of our work in this area.

This role reports to our Head of Marketing and will work closely with the channel's content and marketing teams and with our platform and digital partners.

We are committed to diversity and inclusion and would particularly welcome applications from people from Black, Asian and Minority Ethnic backgrounds.

### Key responsibilities:

#### PR & Communications

1. Plan and deliver creative and impactful PR activity across consumer and trade press to drive awareness of Together TV, our initiatives and our impact
2. Raise the profile of key Together TV programmes to both consumer and trade audiences through press highlights, talent-led features and targeted activity
3. Raise the profile of Together TV to key media and charity stakeholders along with public affairs stakeholders (regulators, government, civil service)

#### Partnership Development & Relationship Management

1. Engage and enhance our partnerships with existing high-profile stakeholders and media, creative and charity partners

2. Deepen and develop new partnerships across civil society and charity partners, leading in the research and identification of potential new partners, and be comfortable building relationships with different types, structures and scales of partners
3. Create comms and activity calendar regarding stakeholder engagement
4. Lead on our stakeholder (B2B) communications and engagement, being data lead for our CRM in this area (ensuring all partner contacts, notes and data remain up-to-date)
5. Broker new partnerships with trade bodies, coalitions and policy groups
6. Public affairs planning and responding to parliamentary and regulatory consultations
7. Work with marketing colleagues on LinkedIn campaigns to raise our stakeholder engagement

#### Partner Communications, Reporting and KPIs

1. Write high quality communications, proposals, reports and presentations for internal and external stakeholders, liaising with marketing and freelance designers/creatives as needed
2. Create annual and ad hoc reports detailing our partnership activity for each partner
3. Meet organisational and working KPIs regarding partner and stakeholder engagement

#### **Person specification:**

1. At least 4 years' experience in media, charity or corporate PR and/or partnerships
2. A strong mix of creative and communications skills and experienced in devising, delivering and evaluating PR and communications activity and campaigns
3. Experience working with stakeholders at all levels of organizations
4. Understanding of partnership work, partner needs and how to create value for both parties
5. Ability to craft compelling narratives for external audiences
6. Excellent relationship management, interpersonal, and negotiation skills
7. Ability to work independently, yet communicate clearly and regularly with the wider team
8. Skilled networker, able to influence and win support from multiple key stakeholders
9. Strong existing network across the charity and media sectors
10. Experience with PR databases, CRM management and creating presentations
11. The ability to communicate effectively and motivate partners
12. Ability to manage a busy and varied workload, able to deliver to deadlines
13. Ability to work collaboratively across a number of teams
14. Understanding of social impact and behaviour change
15. Knowledge of monitoring and evaluation principles
16. Commitment to equal opportunities and the aims and values of Together TV

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Together TV values diversity and is an equal opportunities employer.

**Closing date: 5pm, Friday 4<sup>th</sup> June 2021**

#### **How to apply:**

Please email your CV, a link to your reel and a covering letter describing why and how you would be great for this role, together with the completed Equal Opportunities form to [francesca@togethertv.com](mailto:francesca@togethertv.com)

# togetherTV

Freeview 82 | Sky 170 | Virgin TV 269 | Freesat 164