

JOB DESCRIPTION

Viewer Support Delivery Manager, 700MHz Clearance Programme

18 Month Fixed Term Contract

CONTEXT

Digital UK is owned by the BBC, ITV, Channel 4 and Arqiva. The company co-ordinates management and development of the UK's digital terrestrial television (DTT) platform and the Freeview Play service. Digital UK is co-located and works in close collaboration with Freeview, which leads on consumer marketing of the Freeview brand.

The 700MHz Programme

As part of our management of the DTT platform, we are currently working on behalf of the broadcasters – BBC, D34 (ITV and C4), SDN, Arqiva – and DCMS, to manage the delivery of the infrastructure and viewer support changes required by Ofcom and DCMS to clear the UK's TV airwaves between now and 2020 for release for mobile broadband use (700MHz Clearance). The 700MHz Clearance Programme is the biggest change to the terrestrial TV network since digital switchover.

AIM OF THE ROLE

As part of our management of the DTT platform, we are currently working on behalf of the broadcasters – BBC, D34 (ITV and C4), SDN, Arqiva – and DCMS, to manage the delivery of the infrastructure and viewer support changes required by Ofcom and DCMS to clear the UK's TV airwaves between now and 2020 for release for mobile broadband use (700MHz Clearance).

Reporting to the Digital UK 700MHz Programme Manager, you will be working as part of the Digital UK PMO and the wider project team, and forming close links with the partner organisations, to coordinate the delivery of viewer communications and support. This includes managing the viewer support project team, which includes Contact Centre Operational Managers, Communications Managers and representatives from our partner organisation responsible for Home Support operations. You will produce project reports for a multitude of audiences and identifying and managing risks and issues. Experience of project management working on industry-level programmes, strategic project planning and a technical understanding of DTT broadcasting would be very beneficial. Candidates from a marketing and/or communications background who have experience managing customer facing campaigns and those with Contact Centre experience are also welcomed.

RESPONSIBILITIES

- Responsible for project managing the delivery of the Clearance Programme's viewer support service, working across the different delivery organisations (Digital UK, DMSL and Arqiva). You will lead the teams to fully prepare for and deliver clearance events, including planning the workstreams and managing the delivery of communications, viewer advice on the Freeview Advice Line and in-home aerial support.
- With the support of the Programme Manager and wider Digital UK PMO, responsible for tracking and communicating the status of the viewer support delivery to all key stakeholders, including translating complex technical data for a varied audience and producing concise, targeted project reports.
- Pre-empting and managing key viewer support delivery risks and issues and seeing them through to resolution.
- Tracking and managing spend against budgeted, awarded grant funds, ensuring the principle of value for money is upheld in all funded activity.
- Managing the implementation of a process of 'continuous improvement' change recommendations for the Freeview Advice Line, communications and Home support
- Supporting the Programme Office and wider project team, both within Digital UK and across partner organisations including Government and Ofcom, in the successful delivery of the programme.
- With a portfolio of tasks ranging from managing small discrete deliverables to long-term strategic elements, this role requires a flexible and pragmatic approach to project management and excellent communication skills to engage and work with our many and varied stakeholders.

DUTIES AND DELIVERABLES

Viewer Support Delivery Management:

- Clearance Event Viewer Support planning and Delivery Management
- Manage the tracking and measurement of the viewer support service effectiveness with the support of the Viewer Support Project Analyst, including the monitoring and reporting of KPIs
- Ensure the necessary collection of viewer support operational data (FVAL and Communications) and its use to inform viewer support operational improvements
- With the support of the Project Analyst, ensure the integrity and robustness of operational data
- Change Management delivery (e.g. impact of sequence of clearance event changes)
- Viewer Support Risk and Issue management
- Project Managing Consumer Research Projects
- Management of Ad-hoc Projects and planning and organising these
- Providing input to and authorship of formal papers on specific subjects as required.
- Incident Management / Contingency Planning
- Demand Model management – working with the Viewer Support Project Analyst
- Project Management of Continuous Improvement initiatives

Governance:

- Chair Viewer Support Working Group (VSWG)

- Represent VSWG at Viewer Support Delivery Group (VSDG)
- Prepare and Issue VSDG Agenda and Minutes
- Attendance at the Infrastructure Delivery Group and Roll Out Technical Planning Group – ensuring Viewer Support impacts, considerations and requirements are incorporated into the technical workstreams.

Reporting:

The production and issue of:

- Clearance Event Bulletins to the programme's stakeholders
- Viewer Support Working Group weekly highlight report
- Overall Viewer Support Monthly Report including improvement reports.
- Continuous Improvement Log
- Viewer Support Grant applications

SKILLS AND EXPERIENCE REQUIRED

- A minimum of 5 years' relevant project management experience, having worked across relevant technical and customer-facing environments and reported to senior level stakeholders.
- Experience of managing multi-disciplinary projects or integrated customer-facing campaigns
- Significant, demonstrable experience of effective stakeholder management and quickly develop rapport with a variety of stakeholders – both technical and non-technical
- Ability to identify requirements for change and drive them to completion, including strong influencing and negotiation skills
- Ability to dissect extensive workstream input and translate relevant information for varied audiences
- Strong communication skills, clear presentation and excellent writing skills, with excellent attention to detail.
- Strong numerical and analytical skills
- A strong teamwork ethic
- A strong working knowledge of PCs and business software applications including Microsoft Office (i.e. Word, Excel, PowerPoint), Microsoft Project and online tools such as Podio.

Desirable

- PRINCE 2 Practitioner certified
- An interest in and knowledge of the broadcasting environment and the TV sector
- Knowledge of marketing or communications best practice. Experience of working within different disciplines including communications, campaign and/or contact centre environments is desirable.

PERSONAL ATTRIBUTES

- Committed, proactive and driven to deliver
- Collaborative and always supportive team member
- A desire to work with and facilitate external stakeholders in a constructive way

- Thrives when working in a demanding and dynamic small company
- Excellent communication skills
- Strong problem-solving skills and ability to think creatively
- Shows initiative and flexibility, even when working under pressure
- Relishes the opportunity to expand the breadth of their skills and knowledge

CONTRACT

The 700MHz Clearance Programme is expected to complete in 2020 and is funded by Government through an annual grant process.

LOCATION

Central London, Fitzrovia