



## JOB DESCRIPTION

**Job Title:** Advertising & Sponsorship Manager

**Reports to:** Director of Communications

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## ABOUT DIGITAL UK

Digital UK is the independent organisation set up by the public service broadcasters (the BBC, ITV, Channel 4, Five, Teletext and S4C) to carry out the government's policy of complete switchover from analogue to digital TV.

Between now and 2012, the analogue TV signal in the UK will be completely switched off, and replaced by a stronger digital signal. It is Digital UK's job to both to oversee the technical side of this process, and also to communicate with the public and ensure that everyone in the UK is ready for the switchover by the time it reaches them.

The switchover takes place on a region-by-region basis. By the time switchover happens in any given region, television sets have to be converted or upgraded to receive digital TV (Freeview, Sky, Ntl, Telewest or another digital service).

Switchover has been described as the biggest thing to happen in broadcasting since the advent of colour television, and the communications job is a challenging and interesting one.

We have made remarkable progress so far and nine out of ten people now know that switchover is happening. But there is still a long way to go: on a regional level we need to make sure that every single person knows when they switch, and what they have to do to get themselves ready. We use the full range of available media to get our messages across including TV, Radio, Print and Online advertising.

We switched the first area of the UK over to fully digital TV at the end of 2007, and the first city, Exeter in May 2009. Now with the programme is moving up a gear and with switchovers nearly every week during the summer, there isn't a better time to be joining Digital UK.

## ABOUT THE ROLE

The Advertising & Sponsorship Manager role is crucial to the success of Digital UK's advertising campaigns over the next 4 years. It offers the opportunity to hold full responsibility for the shaping of the above-the-line strategy, the creative work and the day-to-day running and delivery of campaigns - and to be part of a project of national importance that will affect every person in the country.

Each region of the UK will require a bespoke communications plan and the Manager will lead the tailoring and delivery of this advertising activity.

Your main responsibility will be to manage the media planning and oversee the day-to-day development and delivery of advertising campaigns including TV advertising, radio advertising, radio promotions, print advertising, and outdoor and ambient advertising. While much of the creative work that will be rolled out in each area has been made, the work will need to be evolved. In addition, a number of new TV and radio advertisements are currently in development.

Working in a small lean organisation and a small communications team, the role can have great deal of impact. A good understanding of media plus an instinct for creative are a must. Influencing skills, a strong eye for detail and conscientious attitude are also important.

The budget for the year 2009/10 is c. £8 million.

## REQUIREMENTS

- You should have, ideally, **5 years** of agency or client side experience
- You should have a strong grasp of **media planning principles**
- You need to have **sound creative judgement**, and be able to maintain good and productive relationships with our key agency contacts.
- You should be **experienced of delivering advertising** across a wide variety of different media, including regional media.
- You should demonstrate the **ability to manage complexity** and show a track record of reliable delivery of advertising campaigns.
- You should demonstrated the ability to **comprehend complex technical issues** and adjust plans and communications accordingly
- You should have experience of **managing substantial budgets** and of driving savings where appropriate
- A **knowledge of broadcasting and TV** would be a bonus

## RESPONSIBILITIES

- Lead the development of the above-the-line investment and media strategy.
- Work with the regional managers and agencies to develop the optimal media plan by region and by transmitter

- Lead the creative development and implementation of the core elements of TV, radio, press and poster communication.
- Lead the development of the messaging strategy and be instrumental in shaping the overall customer contact strategy
- Work to most effectively manage the complexity of the regional planning and improve processes and systems where possible
- Understand the technical issues around captioning transmitters and oversee the delivery of a complex system of on-screen messaging.
- Take ownership of media effectiveness monitoring and recommend reprioritisation based on research and effectiveness learning
- Be the principal point of contact for the broadcast marketing teams (BBC, ITV, Channel Four, Five, S4C).
- Be responsible for the planning and ongoing management of the media and production budget.
- Support and develop the Advertising Executive
- Brief Research to deliver qualitative and quantitative learnings