**Position Description**

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| Job Title: | Go to Market Strategy Analyst, Streaming | | |
| Reports to: | Director, Go to Market, Streaming | | |
| Division: | Streaming & Advertising | | |
| Department: | Go to Market | | |
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| **Your impact** | |
| As the Go To Market Strategy Analyst for Streaming, you will play a crucial role in supporting initiatives to enhance customer and revenue growth for Foxtel’s streaming services—Kayo Sports and BINGE. You will assist in the development and execution of strategic plans focusing on customer reach, innovative content, pricing, and packaging strategies aimed at expanding market reach and driving subscriber growth. | |

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| **Your responsibilities** |

**Strategic Support:**

* Aid in the development and implementation of strategic plans focused on market expansion and commercial growth.
* Support initiatives that drive subscriber and revenue growth through strategic market analysis and identification of growth opportunities.

**Operational Support:**

* Participate in the analysis of market data and trends to identify potential growth areas.
* Assist in the development and execution of business cases for strategic opportunities, ensuring clear justification of investments and alignment with broader business goals.
* Collaborate in the operationalization of strategic initiatives within the Go to Market team, ensuring effective execution and alignment with company targets.

**Project Assistance:**

* Provide support in managing multiple stakeholder relationships to ensure smooth project delivery.
* Help develop and maintain channel partnerships and promotional offers that drive incremental growth for streaming products.
* Assist with marketing, media planning, and performance measurements to ensure strategic investment alignment.

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| **Your experience and capability** | | |
| * Minimum of 2-3 years experience in operational or supportive roles within the sport, media, entertainment, or digital streaming sectors. * Demonstrated capability in supporting project delivery with a strong understanding of the streaming and entertainment market. * Strong analytical skills and ability to contribute to complex projects. * Effective communication skills and collaborative working style, capable of working well within a dynamic team environment. | | |
| **Our purpose and values** | | |
| Our purpose is to bring home Australia’s most valued entertainment experience.  To help us achieve this, we have a set of values to guide how we behave and operate as a business, as a team, and as individuals:  **Customer First:** We put our customer relationships first. We think customer in every decision.  **Own It:** We take on the responsibility to bring home the best value.  **Authentic:** We give people a fair go and talk straight.  **Change the Game:** We make Foxtel different, better and special.  **Win Together:** We love being the underdog that wins. Together we are an unstoppable team. | | |