



## Director of content partnerships & business development

**Start date:** ASAP

**Contact:** Via email only: [sales@aplmedia.co.uk](mailto:sales@aplmedia.co.uk). Please note that only successful candidates will be contacted.

**Salary:** Competitive

**Contract:** Permanent role, office based but with flexible working an option

APL Media is looking to appoint a new director of content partnerships & business development to join its growing team in North London.

### The role

APL Media is seeking a director of content partnerships & business development to implement the company's strategy for growth in content marketing.

The ideal candidate will be a self-starter with experience and quantifiable success in a publishing and partnerships environment, and one who requires limited oversight to deliver results. The role will involve cementing the company's position as a leading agency for delivering content solutions in travel and leisure sectors, as well as other markets such as education and healthcare.

Having worked extensively with a range of established clients, from National Geographic to *The Telegraph* and *The Week*, APL Media is well versed at creating successful content solutions across all media, from print and online to video, live events, hybrid events and social media campaigns.

The role will include: focusing on delivering content solutions outside APL Media's existing client base and brands; seeking and preparing new tenders for content and publishing solutions; sourcing new customer publishing projects/contracts with print/digital magazines; and developing strategic alliances and revenue streams.

You will be able to build a go-to-market strategy for target clients and vertical industries, and you will draw on your expertise to diligently manage, forecast and lead your sales activity to meet sales targets and company goals. From managing new business development to developing account strategies and driving deal flow and strategic market expansion, you will be up for the challenge of developing content partnerships at APL Media.

### Qualities and experience

- Minimum seven years' experience working directly with content marketing, media, advertising and/or consulting companies.
- Demonstrable experience developing strategic brand partnerships and action plans.
- Strong business acumen and critical thinking skills.
- Proven track record of sales and client partnership growth.

- Experience of presenting to, and developing relationships with, board and C-Level stakeholders.
- Superb and persuasive communication skills, both written and verbal.
- Ability to demonstrate a transparent and uncomplicated sense of personal accountability for work and larger outcomes for project, team and client.
- Proactive and adaptable approach to getting the job done.
- Ability to adapt your approach to ensure a winning outcome, regardless of the situation or dynamic.
- Capable of, and experienced in, owning all strategy needs on client sales pitches of any size and complexity, including global

### **What else?**

Please send a copy of your CV with a cover letter stating what makes you a suitable candidate for this position. Only successful candidates will be notified.

**How to apply:** Via email to [sales@aplmedia.co.uk](mailto:sales@aplmedia.co.uk)

### **About us**

APL Media Limited is a medium-sized company based in Kentish Town, London. Over the past 20 years, we have focused on travel and lifestyle content for the consumer and trade and have built a friendly, loyal and experienced team. [aplmedia.co.uk](http://aplmedia.co.uk)

### **Our titles**

Trade: *Postcards, ASTA Worldwide Guide*

Consumer: *National Geographic Traveller (UK), National Geographic Traveller – The Collection, National Geographic Traveller Food* and newspaper inserts.