

Content Strategist, *National Geographic Traveller* (UK)

APL Media Limited is seeking an experienced content strategist to join its friendly Kentish Town-based office, heading a growing digital team at *National Geographic Traveller* (UK).

The role

We're looking for a content strategist to join the *National Geographic Traveller* (UK) team. You'll manage the deputy digital editor and newly appointed digital and marketing assistant and work alongside the digital marketing manager. This is an exciting opportunity for someone looking to join a growing department of a global brand.

We're looking for an energetic all-rounder with solid experience of working on websites, newsletters and social content. You'll lead the content strategy for the travel arm of the website including rolling-out campaigns, working on SEO strategy, evergreen content, newsletters and social media strategies, and be up to date with changes in algorithms and emerging technology in order to help input ideas on how to evolve and adapt the brand's content strategy — as well as being responsible for the reporting and industry insights to help guide these.

You'll also be responsible for content strategy across the different social channels, managing a busy upload schedule for all print content.

The role will require strong newsletter skills, and proven experience in SEO and social media management. The ideal candidate will have at least three years' experience doing a similar role and a track record of using data analysis to increase engagement or grow audiences. You'll be highly analytical and detail-orientated and enjoy working with data and trends. You must also have strong writing skills and impeccable written English.

You may be asked to work on different campaigns or projects within the APL Media group.

Key duties and responsibilities:

General:

- Create and lead on print and online content calendars.
- Analyse key web metrics, identifying trends, making site optimisations and measuring results.
- Deliver social media strategy and implementation.
- Lead on social community engagement.
- Develop email marketing strategy, managing email production from creation to post-reporting.
- Conduct SEO research to brief, write, copy-edit and publish a range of digital content.

Website:

- Curate the travel home page.
- Work with the editors to develop the original content strategy for the travel arm of the website.
- Upload and assist with content management on the CMS.
- Manage the updating and resurfacing of old content.

- Report and advise on website performance and content using Google Analytics and other software (your team can create this).
- Ensure the optimisation of each article for search and news feeds, using software to guide.
- Ensure that up-to-date digital functionality available on the CMS is being used.
- Pitch ideas, series and campaigns, keeping an eye on trends in travel and digital media.
- Continuously review and refresh existing content on the website.
- Contribute to the advancement of the website from a technical perspective, taking a reader's journey through website architecture and advising on usability and accessibility.
- Ensure the activation and delivery of campaigns (editorial and paid) competitions and events.
- Manage and schedule team meetings for Headlines and SEO.
- Maintain a working relationship with NGT USA digital teams.

Newsletters:

- Create and deliver a newsletter strategy and schedules with the deputy digital editor.
- Keep abreast of best practice in newsletter production.
- Work closely with the digital marketing manager, production and sales teams to ensure partner content and advertisements are prescheduled and organised.
- Contribute to the advancement of the newsletters from a technical perspective, taking a reader's journey through newsletter architecture and advising on usability and accessibility.

Social media:

- Create and deliver a social media strategy with the deputy digital editor.
- Create and manage social media output on Facebook, Instagram and Twitter.
- Assist with sign-off for paid social from an editorial perspective, checking language, photography and branding compliance.

Essential skills and requirements:

- Proven CMS experience and basic knowledge of HTML and digital design for website and newsletter formatting.
- Confident with keeping abreast of functionality changes, technical issues and advances in SEO and digital media.
- Proficiency with Google Analytics and other content performance monitoring software, such as Moz, BuzzSumo, Google Trends and Google Search Console, is essential.
- Data analysis based on report findings.
- Experience in newsletter creation and delivering newsletter strategies and driving engagement.
- Solid journalism training or experience. Confident and capable writer and editor.
- Social media management.
- Creative flair: a keen eye for design and photography, and to be able to use this to ensure that editorial on the website presents well.
- Proficiency with Adobe Creative Suite: Photoshop, InDesign etc.
- Collaborative and creative approach to working.
- A curious nature with strong attention to detail.
- Project management software.

What else?

If you're interested in this position, please send a copy of your CV with a cover letter stating what makes you a suitable candidate for this position.

About us

APL Media Limited is a medium-sized company based in Kentish Town, London. Over the past 20 years, we've focused on travel and lifestyle content for the consumer and trade industries and have built a friendly, loyal and experienced team. *aplmedia.co.uk*

Our titles

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

Trade: *Postcards* and *ASTA Worldwide Guide*.

Events: National Geographic Traveller Food Festival, panel events and Travel Media Awards.

Start date: 4 November (ASAP)

Contact: Via email only: editorial@aplmedia.co.uk

Hours: Full-time

Job type: Permanent

Salary: Dependent on experience

Please note: Only successful candidates will be contacted.