

Digital and Marketing Assistant

APL Media Limited is seeking an experienced digital and marketing assistant to join its friendly Kentish Town-based office, working for the digital team of *National Geographic Traveller* (UK)

The role

We're looking for a digital and marketing assistant to join the *National Geographic Traveller* (UK) team. You will report to the digital editor and digital marketing manager and work alongside the digital and print teams. This is an exciting opportunity for someone looking to come in and join a growing department for a global brand.

We're looking for an energetic all-rounder with solid experience of working on websites, newsletters and social content. You will assist the digital editor and digital marketing manager to implement both organic and paid digital, SEO, newsletter and social media strategies and provide reports and industry insights.

You'll also be helping to upload and manage print and original content and assisting in the delivery of a content strategy across all media.

The role will require a desire to learn how to create newsletters and deliver SEO and social media strategies. The ideal candidate will have at least one a year's experience doing a similar role an interest in reporting and data analysis. You will be highly analytical and detail-orientated and enjoy working with data and trends. Strong writing skills and impeccable written English are desirable.

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

Key duties and responsibilities:

Website:

- Upload and assist with content management on the CMS
- Report on paid content articles – including any insights where seen.
- Optimise paid content articles.
- Ensure that up-to-date digital functionality available on the CMS is being used
- Work to deliver series campaigns
- Interest in trends in travel and digital media
- Work with team to ensure stories are translatable online
- Continuously review and refresh existing content on the website

Newsletters:

- An interest in learning how to create newsletters working towards being able to do these
- Keep abreast of best practice in newsletter production
- Work closely with the digital marketing manager, production and sales teams to ensure paid content campaigns are delivered

Campaigns:

- Assist in the creation of paid social media output on Facebook, Instagram and Twitter
- Regular optimisation on paid social to ensure top performing campaigns at low cost
- Plan for creatives before the campaign is live

- Optimise performance with additional creatives through the duration of campaign
- Prepare the copy for paid social ads before the campaign is live
- Optimise copy through the duration of campaign
- Assist in review of paid social campaigns ensuring that the set-up satisfies the brief requirements, resolving any inconsistencies within reasonable time of campaign start
- Produce post campaign reports for paid content organising statistics from google ads, paid social, newsletters and print
- Assist in ensuring display banners are being produced and set live

Organic Social and Editorial

- Actively feed into organic social media strategy with the digital editor

Paid

- Assist in the creation of paid social media output
- Regular optimisation to ensure top performing campaigns at low cost
- Assist in review campaigns ensuring that the set-up satisfies the brief requirements, resolving any inconsistencies within reasonable time of campaign start
- Set clear KPIs and report on performance

Essential skills and requirements:

- Proven CMS experience and basic knowledge of HTML and digital design for website and newsletter formatting
- Proficiency with Google Analytics and other content performance monitoring software, e.g. BuzzSumo, Google Trends, Google Search Console is essential.
- Reporting on paid content – Report findings based on data analysis via various ads managers and google analytics
- Social media management
- Paid social campaign management
- Working with the team to deliver creative assets
- 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
- Solid journalism training or experience. Confident and capable writer and editor

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 have 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, *Living360* and newspaper inserts.
Trade: *Postcards*, *ASTA Worldwide Destination Guide*

Start date: ASAP

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

Hours: Full-time

Job type: Permanent

Please note: Only successful candidates will be contacted.