

Job Description

APL Media Limited is based in Kentish Town and specialises in magazines, events, digital platforms, customer publishing, direct response, content marketing and video for consumer and trade, primarily in the travel and luxury lifestyle sectors. It publishes a wide variety of printed and digital publications, including a significant portfolio of direct response supplements with national newspapers. The company also organises a series of high-profile events.

Job Summary

We are seeking an experienced event sales executive, who can develop new business with senior decision makers for our *National Geographic Traveller* (UK) events. These include the annual Food Festival, Travel Geeks events and The Masterclasses — with more events to be added.

[Events - APL Media](#)

Duties and Responsibilities

The ideal candidate is unflappable, ambitious and a team player

Ability to create desire

Effective communicator

Passionate about how events drive both lead generation and brand awareness

Ensuring the annual personal sale target is achieved

Excellent presentations skills

Highly professional in producing compelling presentation and proposals

Developing new business and creating ongoing pipeline through pitches to clients, advertising and marketing companies

Developing creative concepts and pitches for clients

Reviewing competitive activity and delivering creative solutions

Staying calm under pressure and meet tight deadlines

A good listener and able to transform the client's thoughts into reality

Understanding the attitudes and behaviours of target customers

Excellent organisational skills and report literacy

Conduit between client and APL Media

Researching current trends

High levels of numeracy and creative skills

Strong communication and presenting skills, both written and verbal

Collaborative work style and ability to handle multiple and changing priorities