

## **JOB DESCRIPTION**

**Title:** Digital marketing manager

APL Media Limited is looking for a skilled and passionate digital marketer, advertiser and outstanding communicator. Your duties will include planning, implementing and monitoring our digital marketing campaigns across all digital networks.

You'll be managing and growing a digital marketing team, working closely with all departments including sales, production and editorial to ensure the delivery of a number of creative paid content and organic campaigns. The ideal candidate will be highly organised, adept at using CMS and planning tools, passionate about creating and enhancing systems, analysing data and responsible for reporting.

They will be expected to keep up-to-date with the latest trends and social insights to assist and improve workflow and ensure project and campaign delivery, working with the teams on quality control and project delivery.

From working with organic marketing schedules to reporting on paid content campaigns, they will be able to monitor, develop and assist in the digital marketing strategy across the company brands.

### **Key responsibilities**

- Manage, develop and oversee all aspects of digital marketing, including the marketing database, email, social, search, subscriptions, advertising and analytics
- Manage marketing plans in all mediums across APL Media for all core brands
- Oversee paid social and search strategy for APL Media brands, including events, editorial, sales and marketing to cover branded content, events promotions, subscriptions marketing and editorial promotions, plus the associated budget management and invoicing process
- Develop and maintain a subscriptions marketing strategy and execute campaigns for core brands such as *National Geographic Traveller* (UK)
- Manage the marketing newsletter schedule, including company updates, Eventbrite, reader panels and solus subscriptions emails
- Measure and report on the performance of all commercial digital marketing campaigns and assess against goals (ROI and KPIs)
- Keep abreast of best practice in social media, continuously reviewing processes and suggesting better ways of working
- Identify trends and insights, and optimise user funnels, spend and performance
- Brainstorm new and creative strategies
- Collaborate with internal teams to improve user experience
- Collaborate with agencies and clients
- Maintain Google paid advertising campaigns for subscriptions, branded content and any other Google AdWords campaigns

- Maintain other third-party advertising campaigns, such as Flipboard and Taboola

### Requirements

- Understanding of the advertising environments of social media platforms, including Facebook, Instagram, Twitter and LinkedIn
- Understanding of ad serving tools
- Understanding of Google Ad Manager
- Understanding of web analytics tools, such as Google Analytics and Webtrends
- Proven work experience in digital marketing
- Experience with A/B and multivariate experiments
- Knowledge of HTML, CSS and JavaScript development constraints
- Strong analytical and data-driven thinking
- Consistently to date with the latest trends and best practices in online marketing and measurement
- An eye for design and photography, and an excellent standard of written English (desirable)

### 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. Note we offer a hybrid working environment as standard — three days working in the office, two days working from home.
- [aplmedia.co.uk](http://aplmedia.co.uk)

### Our titles

- Consumer: *National Geographic Traveller (UK), National Geographic Traveller – The Collection, Food by National Geographic Traveller, Living360* and newspaper inserts.
- Trade: *Postcards, ASTA Worldwide Destination Guide.*

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**Start date:** ASAP

**Hours:** Full-time

**Job type:** Permanent

**Salary:** Dependent on experience

**Contact:** Via email only: [editorial@aplmedia.co.uk](mailto:editorial@aplmedia.co.uk)

**Please note:** Only successful candidates will be contacted.

**Deadline:** 21 December

