

Marketing executive

APL Media Limited is looking for a full-time marketing executive with excellent copywriting skills and some experience of events to join the company's talented marketing team, and to contribute across its growing events and publishing portfolio.

APL Media publishes a range of travel and lifestyle titles for consumer and trade publications, including its flagship title, *National Geographic Traveller* (UK) magazine. It also has a busy events calendar including the National Geographic Traveller (UK) Food Festival, The Masterclasses, Travel Geeks and the Travel Media Awards. A dedicated marketing executive is required to assist with all aspects of event and brand marketing, reporting to the digital marketing manager.

This role includes copywriting, the creation and distribution of marketing materials, media liaison, exhibition and space booking, event management (with assistance), the creation and delivery of multi-media marketing campaigns, ongoing audience research, social media management and being a brand ambassador. The successful candidate will be a confident, effective communicator with an excellent standard of written and spoken English, a keen eye for detail and the ability to prioritise and multi-task. Proficient IT skills and experience of managing social media platforms is essential.

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

Skills & requirements

- Project management and client liaison experience
- Mac OSX/Creative Suite useful but not essential
- Reporting to the editorial director and digital marketing manager
- Working as part of the marketing team
- Contributing ideas to marketing campaigns
- Conducting research and analysis to identify and define audiences
- Compiling, distributing and presenting ideas, information and strategies
- Coordinating promotional activities, events and activities
- Managing marketing social media campaigns
- Copywriting and proofing creative copy for marketing
- Monitoring the performance of marketing campaigns
- Managing the production and promotion of multimedia content
- Using a CRM and updating databases
- Organising and attending events for brand building
- Managing and monitoring marketing budgets
- Creating and distributing marketing materials
- Sourcing sponsorship and advertising opportunities
- Communicating and building relationships with clients and suppliers
- Working with the design team to create marketing assets
- Communicating and building customer relationships
- You will be using: Microsoft Office, Teams, CMS systems, Evessio, Maxemail, Asana, Sharepoint

How to apply

If you are interested in working for us, please send a copy of your CV and a cover letter stating why you're suitable for the role to editorial@aplmedia.co.uk. Please note file sizes should be no more than 3MB per email. Only successful candidates will be contacted.

About us

APL Media Limited is a fast-growing, medium-sized company with almost 100 people, based in Kentish Town, London. Over the past 25 years, it's focused on travel and lifestyle content for the consumer and trade industries, and has built a friendly, loyal and experienced team. aplmedia.co.uk

Our titles

Consumer: *National Geographic Traveller* (UK), *National Geographic Traveller – The Collection*, *Food by National Geographic Traveller* (UK), *Living360* and newspaper inserts.

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

Start date: May 2023 (ASAP)

Deadline for applications: Monday 2 May 2023

Hours: Full-time, 9am-5.30pm. Note we offer a hybrid working environment as standard — three days working in the office, two days working from home.

Job type: Permanent