

Senior marketing manager

APL Media Limited is looking for an experienced marketing manager with a leadership mindset to head up a growing team and bring structure and dynamism to the marketing of the company, its events and its publishing portfolio of print and digital titles.

The ideal candidate will have experience of managing a marketing division and have a proven track record of marketing innovation based on market insights that have yielded measurable results. They will work with us to develop the strategy for a new marketing team that will bring together the various marketing functions across the business.

An outstanding communicator with fresh ideas on planning, executing and reporting, you'll work closely with the senior leadership team on the marketing direction of the company, meeting campaign targets and growing the reach and audience of its products.

You'll be managing a growing marketing team (including a digital marketing manager and digital marketing assistant) and working closely with all departments, including sales, production and editorial, to ensure the timely delivery of multiple projects.

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.

The ideal candidate will be highly organised, passionate about creating and enhancing systems, analysing data and bringing new ideas to the table. They will be expected to engage with the latest trends and insights to improve workflow, quality and ensure delivery. From presenting marketing strategies to reporting on paid content campaigns and creating excellent promotional materials, they will be able to monitor and develop the marketing of all the company's brands.

This role would suit a senior marketing manager looking for a step up.

Key responsibilities

- Strategy: oversee marketing strategy and marketing plans for all APL Media core brands, this includes brand, branded video, customer and partnership marketing.
- Ensure all promotional and marketing materials are kept up to date.
- Analysis & reporting: measure and report on the performance of all commercial marketing campaigns and assess against goals (ROI and KPIs).
- Best practice: Keep abreast of best practice marketing, continuously reviewing processes and suggesting better ways of working.
- Budget: manage and report on marketing budgets.
- Team: manage and grow the marketing team and improve the user experience.
- Sales support: support the sales team with collateral, ideation and content.
- Marketing automation: ensure editorial, marketing and sales workflows are connected and working efficiently.
- Trends & insights: keep abreast of the latest trends and insights, optimise user funnels, spend and performance and brainstorm new and creative strategies.
- Manage external agencies, clients and supplier relations.
- Campaigns: be able to create, deliver and manage advertising campaigns (and third-party advertising campaigns) across various platforms and ensure the business vision is aligned.

- Be responsible for the company's website and marketing presence (including SEO and social media presence).
- Manage, develop and oversee all aspects of marketing, working with the team across database, email, social, search, subscriptions, advertising and analytics.
- Develop and maintain a subscriptions marketing strategy and execute campaigns for core brands such as *National Geographic Traveller* (UK) Direct Marketing (which would include email marketing, direct mail and mobile marketing).

Requirements

- Excellent knowledge of the advertising environments of social media platforms, including Facebook, Instagram, Twitter and LinkedIn.
- Excellent knowledge of ad serving tools.
- Excellent knowledge of Google Ad Manager.
- Excellent knowledge of web analytics tools, such as Google Analytics and Webtrends.
- Proven experience in digital marketing.
- Experience of marketing events.
- Experience with A/B and multivariate experiments.
- Knowledge of HTML, CSS and JavaScript development constraints.
- Strong analytical and data-driven thinking.
- Up 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.
- Good copywriting skills.
- Familiarity with project management tools.

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 role.

About us

APL Media Limited is a medium-sized company based in Kentish Town, London. Over the past 20+ years, it has focused on travel and lifestyle content for the consumer and trade industries, and has 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

Our titles

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

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

Start date: ASAP.

Deadline for applications: 29 September 2023

Hours: Full-time (9am-5.30pm)

Job type: Permanent.

Salary: Dependent on experience.

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

Please note: Only successful candidates will be contacted