

Campaigns manager

Job description

APL Media Limited, the proud publisher of *National Geographic Traveller* (UK), is looking for an ambitious campaigns manager to join its Kentish Town-based team.

It is a multifaceted media organisation with expertise in magazines, digital platforms, customer publishing, content marketing and events. APL Media is particularly strong in the travel and luxury lifestyle sectors, offering a diverse array of both print and digital publications, alongside an impressive schedule of high-profile events. Reporting to the head of sales, the new campaigns manager's primary focus will be on driving sales, cultivating relationships with clients, and expanding its award-winning *National Geographic Traveller* (UK) portfolio.

About the role

In the role of campaigns manager, you will be pivotal in cultivating new business relations with senior decision-makers across a range of industries. You will have the responsibility of achieving your annual personal sales targets and capitalising on your deep understanding of how media and content can drive both brand awareness and lead generation.

Key duties

- Spearhead the development of new business through compelling pitches and proposals to clients, advertising agencies and marketing firms.
- Effectively monetise APL Media's cross-media platforms and rapidly capitalise on emerging opportunities.
- Analyse market competition and propose unique, effective solutions.
- Produce and deliver top-tier presentations, serving as the primary liaison between the client and APL Media.
- Leverage your thorough understanding of the digital landscape and production to provide meaningful insights.
- Actively research current industry trends and adapt your strategies accordingly.
- Uphold high levels of professionalism, even when under tight deadlines and in high-pressure situations.
- Foster effective collaboration with internal teams, adeptly managing multiple and ever-changing priorities.

About you

- Outstanding communication and presentation skills, both in writing and verbally.
- A proven ability to meet and exceed sales targets.
- Comprehensive grasp of the media landscape.
- Exceptional organisational skills with proficiency in report literacy.
- Superior numerical and creative abilities.
- Resilient, ambitious and a dedicated team player.

What we offer

At APL Media, employees benefit from a huge range of perks and benefits:

- Christmas closing
- Medicare cash plan
- Enhanced parental leave
- Discounted gym membership
- Spend a charity day with your favourite good cause
- Regular socials and more!

Remuneration

- Basic salary coupled with unrivalled commission.
- Opportunities for additional bonuses based on page uplifts and both personal and team performance.
- On-Target Earnings (OTE) ranging from **£65,000** to £120,000 per annum, with no cap.

Embark on a rewarding journey with APL Media Limited and elevate your career to the next level.