

*National Geographic Traveller (UK)*, is looking for a dynamic and results-oriented Campaigns Manager to join its Kentish Town-based team.

### **About National Geographic Traveller (UK)**

*National Geographic Traveller (UK)* is part of one of the most iconic brands in the world, known for its award-winning journalism, expeditions, science and education. The brand aims to inspire those who are passionate about experiencing the world, championing sustainable travel and celebrating journeys from a local or cultural perspective. *National Geographic Traveller's* award-winning magazines, digital products and events offer an opportunity to reach an engaged audience of travel enthusiasts.

### **About the role**

In the role of Campaigns Manager reporting directly to the Head of Campaigns, you'll be a driving force for *National Geographic Traveller (UK)* through sourcing, developing and selling branded content campaigns to both public and private sector clients across a range of industries. You'll be required to cultivate clients, build campaign structures across the *National Geographic Traveller (UK)* product portfolio and secure and close new campaigns. You will leverage your understanding of the geopolitical world and storytelling to connect with clients and build campaigns that deliver exceptional results.

### **Key responsibilities**

- Develop and execute *National Geographic Traveller (UK)*'s branded content campaign sales.
- Work with other campaign managers to ensure the campaign team consistently hits or exceeds its sales targets.
- Cultivate new business relationships with senior decision-makers at advertising agencies, marketing firms and directly with client organisations.
- Craft compelling pitches and proposals that showcase the unique value proposition of *National Geographic Traveller (UK)*'s native content offering.
- Work with the editorial team to develop innovative and impactful native content campaigns that resonate with target audiences.
- Oversee the entire sales cycle, from initial prospecting to contract closure, campaign development and reporting on campaigns.
- Stay abreast of current events and their impact on travel destinations to develop timely and relevant branded content campaigns.
- Leverage your understanding of travel trends, cultural nuances and the broader geopolitical landscape to craft stories that resonate with global audiences.
- Foster strong working relationships with internal teams, including editorial, design and production.

### **About you**

- You like winning and are focused on winning.

- You're willing to get stuck in, are a self-starter and a quick learner.
- You understand branded content.
- You have excellent communication and presentation skills, both written and verbal. You're comfortable speaking with both brand managers and high-level government delegates.
- You have a proven track record of exceeding sales targets.
- You're a team player and are fun to work with.
- You have excellent organisational skills and the ability to manage multiple priorities.
- You're a passionate storyteller.
- A love of travel and a strong affinity with the National Geographic Traveller (UK) brand is a must.

### **What we offer**

- A competitive salary and benefits package, including excellent commission and bonus opportunities.
- The opportunity to work with a talented, industry-leading team in a fast-paced and dynamic environment.
- International travel.
- The chance to make a real impact on the future of one of the world's most respected travel brands.
- Be part of a company that offers a fun and collaborative working environment.
- If you're a passionate and results-oriented person with a deep understanding of the world and branded content, we encourage you to apply.

OTE – £70- 200k