

Senior Marketing Manager

APL Media Limited is looking for a senior marketing manager 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 role

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 the marketing team.

An outstanding communicator with fresh ideas on planning, executing and reporting, you'll work closely with the senior leadership team to meet campaign targets and grow the reach and audience of its products.

The ideal candidate will be highly organised, passionate about creating and enhancing systems, analysing data and bringing new ideas to the table. The most important quality is a can-do attitude within a small company/team.

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

While they will be expected to engage with the latest trends and insights to improve workflow, quality and ensure delivery and all the tech jargon, we're looking for a people person with creativity and an open mind who can really think for themselves and work with us to build an excellent marketing strategy for our products.

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.

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.

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 including Media Kits.
- 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.
- 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.

Please note only successful applicants will be contacted.

Deadline: 21 October

What We Offer

- A dynamic and creative work environment
- Opportunities for professional growth and development
- The chance to work with a prestigious and globally recognised brand
- Hybrid working – 3 days in the office / 2 days work from home



- Mediacash healthcare plan, including discounted gym membership and mental health support
- Opportunity for a charity day with a chosen cause
- One week office closure over Christmas
- Regular social events
- Summer hiking trip
- Cyclesaver
- Regular training sessions

About us

APL Media Limited is a fast-growing, medium-sized content agency and publisher (with over 100 people) based in Kentish Town, London. Over the past 25+ years we've focused on travel and lifestyle content for the consumer and trade industries, and have 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*, Living360 and newspaper inserts.
- Trade: *Postcards*, *ASTA Worldwide Destination Guide*.