

## **Campaigns Manger – National Geographic Traveller (UK)**

### **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**

Medicash healthcare plan, including discounted gym membership and mental health support.

Enhanced parental leave.

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.

### **Remuneration**

Basic salary coupled with unrivalled commission.

Opportunities for additional bonuses based on page uplifts and both personal and team performance.

### **What next?**

If you're interested in this position, please attach a copy of your CV and include a cover letter stating why you would be great for this role. Please note: Only candidates meeting the requirements for the role will be contacted.

### **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](http://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:** ASAP

**Please note:** Only successful candidates will be contacted.

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

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