

## **Role: Copywriter**

**About us:** APL Media Limited is a dynamic and creative media company and publisher based in Kentish Town, London. We produce a range of travel and lifestyle titles, including National Geographic Traveller (UK), Living360, and various guides for the national press. Our team is passionate about delivering high-quality content that engages and inspires our audience.

**Role overview:** APL Media is seeking a talented Copywriter to join our team. You will be responsible for creating compelling copy for event and email marketing campaigns, as well as advertorials and digital listings for our travel and lifestyle publications. You will work closely with our editorial and marketing teams to ensure that all content aligns with our brand voice and meets the needs of our clients.

### **Key responsibilities:**

- Develop engaging and persuasive copy for event and email marketing campaigns.
- Write advertorials for a range of travel and lifestyle titles, including National Geographic Traveller (UK) and Living360.
- Edit and refine advertorial listings for advertisers featured in our national newspaper inserts (guides) across a variety of renowned titles in print and online.
- Collaborate with the editorial and marketing teams to ensure content is on-brand and meets client objectives.
- Conduct research to ensure accuracy and relevance of content.
- Edit and proofread copy to ensure high standards of quality and consistency.

### **Requirements:**

- Proven experience as a copywriter, preferably in the travel and lifestyle sectors.
- Strong writing, editing, and proofreading skills.
- Ability to create compelling and engaging content that resonates with diverse audiences.
- Excellent research skills and attention to detail.
- Ability to work independently and meet deadlines.
- Familiarity with SEO best practices is a plus.
- Knowledge of ASA guidelines for compliance would be useful.

**How to apply:** If you are interested in this position, please send your CV, a cover letter, and two writing samples to [careers@aplmedia.co.uk](mailto:careers@aplmedia.co.uk).

Please include “Copywriter Application” in the subject line of your email. Only successful applicants will be notified.

### **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:**

**Hours:** Full-time, 9am-5.30pm. Note we offer a hybrid working environment as standard — three days working in the office, two days working from home.

**Job type:** Permanent

**Closing date:** 30 April