

Digital Marketing Executive

APL Media Limited is seeking an experienced and driven Digital Marketing Executive to join its friendly Kentish Town-based office, working within the digital team at APL Media.

The role

We're looking for a proactive and strategic Digital Marketing Executive to join the APL Media team – working on *National Geographic Traveller* (UK) and all APL Media products. Reporting to the Digital Marketing Manager and working closely with the digital and print teams, this is an exciting opportunity for someone looking to play a key role in growing and developing the digital presence of a global brand.

The ideal candidate will have strong digital marketing experience, with a focus on paid and organic digital strategies, SEO, CRM and data analysis. You will assist the Digital Marketing Manager with executing digital campaigns, optimising website content, and driving audience engagement through social media, email marketing, and digital advertising. Having a strong grasp of content writing and production is desired, but not essential.

You will also be responsible for reporting and analysing data to provide insights that will shape future digital marketing strategies. Strong analytical skills, attention to detail, an understanding of audience segmentation, APIs, and a data-driven mindset are essential.

You will also be involved in various campaigns and projects across APL Media Group's portfolio.

Key duties and responsibilities

Data and analytics:

- Produce high-quality client-facing end of campaign reports
- Assist the Digital Marketing Manager with quarterly audits of all paid content across the portfolio
- Assist with the management of business analytics and data visualisation software (Datobox)
- Benchmark performance against industry standards and compile competitor analysis
- Generate internal marketing reports and update key stakeholders internally
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Website:

- Manage and optimise website content using the CMS to improve engagement and SEO performance
- Oversee the implementation of digital content strategies, ensuring best practices are followed

- Analyse website performance using Google Analytics, Search Console, and Adobe Analytics to drive improvements
- Keep up-to-date with digital trends and innovations to enhance website user experience
- Work collaboratively across departments to ensure online content is engaging, relevant, and in line with brand values

CRM & email marketing:

- Manage and execute email marketing campaigns, ensuring high engagement and deliverability
- Develop strategies to grow the subscriber base and improve newsletter performance
- Analyse newsletter campaign results and provide data-driven recommendations
- Ensure best practices are followed for formatting, audience segmentation, and automation

Campaigns & digital advertising:

- Plan, execute and optimise paid digital campaigns across social media and Google Ads
- Create and manage paid social media content on platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and Pinterest
- Monitor and optimise digital ad spend to ensure cost-effective performance
- Collaborate with creative teams to develop engaging assets for campaigns
- Produce post-campaign performance reports, analysing key metrics and insights

Social media & audience growth:

- Contribute to organic social media strategy, working closely with the digital editor
- Manage social media calendars and ensure consistent and engaging content is shared
- Monitor social media performance and provide recommendations for growth
- Work with editorial and design teams to create compelling social content

Essential skills & requirements:

- Minimum of three years' experience in digital marketing or a related field
- Strong knowledge of CMS platforms and website management
- Strong knowledge of CRM platforms and email communications.
- Proficiency in Google Analytics, Google Search Console, Adobe Analytics, and SEO best practices

- Experience managing paid social media campaigns and Google Ads
- Strong understanding of social media marketing and audience engagement strategies
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, etc.)
- Excellent copywriting and editing skills with impeccable written English
- Highly analytical with experience in data reporting and performance tracking
- Ability to manage multiple projects and deadlines efficiently
- Creative and collaborative approach to problem-solving and campaign development

What else?

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.

Benefits

- Hybrid working.
- Mediacash 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.
- Cycle to work scheme.
- Regular training sessions.

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 apply via LinkedIn or via: careers@aplmedia.co.uk stating Digital Marketing Executive in the subject line.

Deadline: 16 May.

About us

APL Media Limited is a fast-growing, medium-sized content agency and based in Kentish Town, London. Founded in 1997, APL Media focuses on travel and lifestyle content for the consumer and trade industries, and has built a creative, 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* (UK), *Living360* and newspaper inserts.

Trade: *Postcards*, *ASTA Worldwide Destination Guide*.

