

Digital Content Production Manager

The role

APL Media Limited seeks a **Digital Content Production Manager** to own, lead and continuously improve the digital production process across our portfolio of mobile-, web- and app-based publications.

This role is accountable for the successful delivery, quality and performance of all digital outputs within this department, regardless of who executes individual tasks. The manager designs and owns the workflow, sets standards, plans capacity, manages contributors and acts as the escalation and decision point for delivery, quality and prioritisation.

Reporting to the production manager and editorial director, the role combines strategic oversight, people leadership and process ownership, with hands-on involvement only by exception (for escalation, complex issues or peak periods).

This position is ideal for someone with strong digital production expertise, calm authority and a clear instinct for improving systems rather than simply running tasks.

Key responsibilities

Ownership & accountability

- Own the **end-to-end digital workflow**, from intake through to final delivery across digital editions, apps and page-turning formats.
- Be **accountable for delivery, accuracy, quality and deadlines** for all digital outputs.
- Act as the **final decision-maker** on schedules, priorities, delivery sequencing and trade-offs.

Workflow, standards & quality

- Define, document and maintain **digital best practice**, including:
 - File standards and specifications
 - Naming and version control conventions
 - QA checklists and sign-off processes
 - Platform and supplier requirements
- Ensure consistent application of standards across titles and contributors.
- Own and maintain **digital documentation, playbooks and workflow guidance**.

Planning & resourcing

- Lead planning and scheduling across the portfolio, including:
 - Capacity forecasting
 - Priority management
 - Risk identification and mitigation
- Identify resourcing gaps and peak-period risks, escalating where necessary.

Leadership & people management

- Line-manage or oversee digital contributors, including coordinators, freelancers or cross-team support.
- Set clear expectations around accuracy, deadlines and delivery standards.
- Provide training, guidance and regular feedback; contribute to performance and development planning.

- Foster a calm, solutions-focused production culture.

Stakeholder management & escalation

- Act as the **primary point of accountability** for editorial, design, sales, commercial teams and external suppliers on all DR matters.
- Resolve workflow, scheduling or technical issues that cannot be solved at coordinator level.
- Escalate risks appropriately and communicate clearly on status, changes and impacts.

Continuous improvement

- Drive ongoing improvements to efficiency and reliability on the team, including:
 - Streamlining workflows and handovers
 - Improving templates and tools
 - Exploring automation and documentation improvements
- Monitor delivery performance and recurring issues to inform process change.

Reporting & visibility

- Provide regular reporting on workload status, risks, performance metrics and resourcing needs.
- Ensure leadership has clear visibility of delivery health and upcoming pressures.

Skills & experience

Essential

- Proven experience delivering digital publishing outputs in an editorial or production environment.
- Strong working knowledge of digital workflows, digital edition pipelines and QA requirements.
- Demonstrated ability to own delivery outcomes and manage production risk.
- Advanced Adobe Creative Cloud skills on Mac (InDesign, Acrobat, Photoshop, Illustrator).
- Excellent stakeholder communication and decision-making skills.
- Experience leading, supervising or managing contributors or workflows.

Desirable (training can be given)

- Experience with HTML newsletters, WordPress or app publishing platforms.
- Familiarity with Asana and Workbooks or similar CRM and workflow systems.
- Experience with Google (Ad Manager, Analytics and Ads) and Meta Business.
- Awareness of accessibility or digital compliance standards.

Additional requirements

- Comfortable operating at both strategic and operational levels.
- Calm under pressure; confident making decisions with incomplete information.
- Strong process-improvement mindset.

Hours & working pattern

Full-time, 9am–5.30pm.

Hybrid working (three office / two home).

Permanent role.

Start date ASAP.

Deadline for application: 30 January

What we offer

- A dynamic and creative work environment.
- Opportunities for professional development and skills growth.
- The chance to work with a prestigious and globally recognised brand portfolio.
- Hybrid working (three days in the office / two days WFH).
- Medicash healthcare plan, including discounted gym membership and mental health support.
- One charity day per year.
- One-week office closure over Christmas.
- Regular social events.
- Cyclesaver scheme.
- Regular training sessions and development opportunities.

About us

APL Media Limited is a fast-growing, medium-sized content agency and publisher based in Kentish Town, London, with more than 25 years of experience in travel and lifestyle content for consumer and trade audiences. We're home to a friendly, talented and long-established team of over 125 people.

Titles & projects include:

- *National Geographic Traveller* (UK)
- *National Geographic Traveller* (UK) – *The Collection*
- *Living360*
- Newspaper inserts for the *London Standard*, *The Guardian* and *The Telegraph*
- Digital inserts with the *Independent.co.uk*, *Standard.co.uk* and *Telegraph.co.uk*
- *Postcards* (trade)
- *ASTA Worldwide Destination Guide* (trade)
- *Travel Media Awards*
- *Travel Media Awards Step Up* internship scheme