

Talent Business Partner

APL Media Limited, a dynamic lifestyle and travel content agency in Kentish Town, London, seeks a talent business partner to support its expansion.

Role overview

As a people & talent partner, you will play an active role in helping to shape the organisation's people agenda, ensuring it attracts, develops and retains the best talent to deliver our business objectives. Working closely with senior leaders, you will translate workforce and capability needs into integrated people solutions spanning talent acquisition, workforce planning, succession, learning and development, and organisational design, helping to strengthen our culture and support sustainable growth and long-term success.

This is a collaborative role that blends partnership with hands-on delivery across the full employee lifecycle. You will take accountability for talent and people processes, enhancing quality of hire, internal mobility, performance and engagement, while championing an inclusive and high-performance culture. You will use data-led insights to inform decision-making, improve hiring efficiency and diversity outcomes, and shape initiatives such as employer branding, employee experience, capability development and retention. In addition, you will work closely with the Head of HR to ensure alignment across reward, wellbeing, employee relations and policy, helping to build a cohesive, future-proof people function.

Key responsibilities

Talent acquisition strategy & leadership

- Develop, lead and execute a comprehensive talent acquisition strategy aligned to business growth plans and workforce priorities with support from the Head of HR.
- Partner with senior leadership to forecast current and future hiring needs, holding proactive monthly talent planning meetings to ensure robust pipelines.
- Act as a trusted advisor to the Head of HR and leadership team, contributing to wider people and growth strategies.
- Challenge and refine role briefs where appropriate, advising on role design, hiring priorities and alternative resourcing solutions.
- Drive continuous improvement across recruitment processes, systems and ways of working.
- Build, lead and develop the recruitment function as the business grows.

Metrics, reporting & budget ownership

- Define, track and report on key recruitment metrics including time to hire, cost per hire, quality of hire, offer acceptance rates and diversity outcomes.

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- Provide weekly recruitment updates and activity reports to the board, including maintaining and actively updating a recruitment tracking report.
- Own, manage and report on the recruitment budget, including agency spend, ensuring cost-effective hiring solutions and strong return on investment.
- Reduce reliance on agencies where appropriate by strengthening direct sourcing strategies.

Employer branding & candidate attraction

- Lead employer branding initiatives to position APL Media as an employer of choice.
- Partner with marketing and internal communications to develop and embed a clear employee value proposition (EVP).
- Manage internal and external job advertising, optimising channels for reach, effectiveness and candidate quality.
- Build and maintain strong relationships with agencies, job boards, LinkedIn and other external recruitment partners.

Candidate sourcing & selection

- Proactively headhunt and source candidates for both current and future roles across the business.
- Conduct initial candidate screening and produce high-quality shortlists.
- Coordinate and support interview and assessment processes with hiring managers.
- Challenge and advise managers on recruitment decisions, ensuring that the business is recruiting the best talent.
- Ensure a consistently positive, inclusive and engaging candidate experience, providing timely and constructive feedback.

Offer management & onboarding

- Deliver verbal offers and lead offer negotiations with successful candidates.
- Prepare written offers and onboarding documentation when required.
- Collaborate closely with HR to ensure a smooth onboarding experience and strong new-hire engagement.
- Be responsible for development and continuous improvement of induction and onboarding processes to aid retention and early performance.
- Complete reference checks where appropriate and conduct check-ins with new starters during their induction period.

Training & capability development

- Train and develop hiring managers to strengthen recruitment and people capability across the business, supporting informed decisions around talent, succession and workforce planning.
- Coach managers on effective interviewing, competency-based assessment, inclusive hiring practices and delivering an excellent candidate experience, while

also building capability in identifying potential, future leadership readiness and succession pathways.

- Provide guidance, tools and frameworks to support fair, consistent and transparent decision-making across hiring, internal mobility, job grading and role benchmarking.
- Partner with leaders to link talent assessment insights to succession plans and development actions, ensuring critical roles have identified pipeline and risk mitigation strategies.
- Monitor and evaluate hiring manager performance and capability within the recruitment and talent processes, identifying skills gaps and designing targeted training and continuous improvement interventions.

Systems, operations & compliance

- Own and continuously optimise recruitment systems and tools (including ATS where applicable), ensuring efficient workflows and accurate data.
- Review and refine job descriptions before roles go live, ensuring clarity, consistency and alignment with business needs.
- Stay informed on recruitment-related employment law and best practice, advising the business accordingly.
- Ensure all recruitment activity is legally compliant and aligned with inclusive hiring principles.
- Manage the recruitment inbox, ensuring timely, professional communication with candidates and stakeholders.
- Support HR with exit interviews where required to inform hiring and retention strategies.
- Support or lead additional hiring initiatives such as intern programmes and early careers pathways.

HR support

- Provide HR guidance and support to managers and employees on policies, benefits, performance and day-to-day people matters as required.
- Provide HR administrative support as needed, across the employee lifecycle including onboarding, contracts, HR systems updates, benefits changes and record management.
- Partner with finance and external providers to ensure a seamless and accurate payroll process in partnership with the Head of HR.
- Use HR data and insights to identify trends in engagement, turnover, absence and benefits utilisation, informing people initiatives that strengthen employee experience, retention and organisational effectiveness.
- Contribute to the development and continuous improvement of HR policies, processes and systems, driving operational efficiency, compliance and a seamless employee experience across the organisation.

Skills & experience

Essential:

- Previous experience in an internal recruitment/ talent role.
- Previous experience working with different sourcing channels and methods.
- Strong communication and negotiation skills.
- Good attention to detail and organisational ability.
- Confident using recruitment and HR systems.
- Ability to work to deadlines and manage a busy workload.
- Experience of HR employment law and how it impacts on hiring.
- Desirable: CIPD Level 3 qualification

Attributes:

- Enthusiastic and results-driven with a can-do attitude.
- Highly organised and detail-oriented, with strong accuracy.
- Ability to work to deadlines in a fast-paced environment.
- Proactive problem-solver with a collaborative mindset.
- Confident communicator: good written and verbal communications skills and excellent interpersonal skills, with the ability to liaise with employees effectively at all levels.
- Strong team player with a collaborative working style.
- Ability to coach and mentor.

Job Title: Talent Business Partner

Line Manager: Head of HR

Location: Hybrid four days in the office / one day remote (London office / remote)

Contract Type: Permanent

Hours: Full-time (9.00am-5.30pm)

What APL Media offers

- 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
- Mediacash 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.

Our titles include:

National Geographic Traveller (UK)

National Geographic Traveller (UK) — *The Collection*

Living360

Newspaper inserts for *The London Standard*, *The Guardian* and *The Telegraph*

Postcards (trade)

ASTA Worldwide Destination Guide (trade)

Travel Media Awards

Travel Media Awards Step Up internship scheme