

Job Title: Sales Coordinator

The role

We are seeking a highly organised and detail-oriented **Sales Coordinator** to support sales operations, sales administration and data management. The role plays a key part in coordinating with sales teams, maintaining accurate flatplans and ensuring CRM data, orders, and bookings are managed efficiently. The successful candidate will be confident working with figures, systems and publishing schedules in a fast-paced environment.

The sales coordinator will play a central role in maintaining the accuracy and integrity of the CRM system, ensuring all sales orders, bookings and amendments are recorded correctly and in a timely manner. The role requires close coordination with the sales team to support order processing from initial booking through to publication, ensuring all details align with flatplans, publishing schedules and internal processes. Accuracy, attention to detail and clear communication are essential to ensure smooth delivery and reporting.

Key responsibilities

- Maintain and update flatplans, ensuring accuracy of publishing schedules, page counts and placement information.
- Coordinate changes to flatplans and communicate updates across internal teams.
- Accurately input, cleanse and maintain data within the CRM system.
- Ensure CRM data aligns with bookings, orders and publishing schedules.
- Support sales order processing and bookings, ensuring accuracy and timely completion.
- Raise new orders and process amended orders in line with management approval processes.
- Manage documents, workflow and reporting using SharePoint.
- Work confidently with figures, supporting reporting, planning and reconciliation tasks.
- Support the sales team with CRM usage, SaaS tools, task management and administrative requirements.
- Coordinate advertising bookings from order through to publication, liaising with internal teams as required.
- Produce and maintain documentation using Microsoft Word and Excel.
- Provide general publishing and operational administrative support as required.

Skills and experience required

- Previous experience in a publishing, sales support or administrative coordination role.



- Proven experience working with flatplans, publishing schedules or production planning.
- Hands-on experience using a CRM system to manage data, orders and bookings.
- Strong working knowledge of Microsoft Excel and Word.
- Experience using SharePoint and SaaS-based systems.
- Confident handling data, figures and reports with a high level of accuracy.
- Experience in sales order processing and bookings is advantageous.
- Strong organisational, communication and time-management skills.
- Ability to work independently and collaboratively within a team.

Hours & working pattern

- Full-time, 9am-5.30pm
- Hybrid – four days a week in the office (one day from home)
- Permanent role
- Start date: ASAP
- Deadline for application: 13 February

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 (four days in the office / one day 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)

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- *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