

## **Editor, *ASTA Worldwide Destination Guide* & Project Editor, Branded Content**

### **Role overview**

This dual role combines senior editorial leadership with strategic project management across two key areas of APL Media's travel and lifestyle content portfolio. Based in Kentish Town, you will oversee the creation of high-quality, commercially driven editorial content across print, digital and multimedia platforms. The position is structured to reflect the distinct yet complementary nature of the two roles.

### **Job description**

As **editor of the *ASTA Worldwide Destination Guide***, you will take full ownership of this major annual publication, managing the entire editorial process from commissioning and flatplanning through to final publication. As an annual project, the guide follows a defined production cycle with natural peaks and troughs. Peak periods — including commissioning, content creation, branded content management, client approvals and final production — require focused editorial oversight, strong deadline management and close collaboration with writers, sales teams, clients and production. Outside of these intensive phases, quieter periods allow for planning, reporting, review and supporting wider APL Media initiatives.

Alongside this, as **project editor for branded content**, you will play an ongoing role within the branded content team, leading the development and delivery of compelling, client-focused campaigns for *National Geographic Traveller* (UK) and other APL Media titles. This side of the role runs continuously throughout the year and involves managing multiple projects simultaneously across print, digital and video. You will work closely with clients, sales and internal teams to ensure all content is delivered on time, on brief and to the highest editorial and commercial standards.

Together, the two positions create a dynamic and well-balanced role — combining ownership of a flagship annual publication with the pace and variety of year-round branded content projects. It requires a confident editor with strong project management skills, commercial awareness and excellent stakeholder management abilities, capable of balancing creativity with organisation in a fast-paced publishing environment.

### **Editor, *ASTA Worldwide Destination Guide***

#### **Key responsibilities:**

- **Content management:** Manage, commission, flatplan, write, edit and proofread content for the *ASTA Worldwide Destination Guide*.
- **Project coordination:** Oversee the editorial workflow, liaising with writers, clients and sales teams.
- **Quality assurance:** Ensure all content adheres to style guidelines and is factually accurate.
- **Collaboration:** Work closely with the production team to oversee the layout and design of the guide.

- **Branded content:** Manage branded content within the publication.

#### Requirements:

- Proven experience in editorial roles, preferably in travel or lifestyle content.
- Strong project management skills.
- Proficiency in CMS, InDesign and MS Office.
- Excellent communication and interpersonal skills.
- Ability to work under tight deadlines and manage multiple projects simultaneously.

#### Project Editor, Branded Content

##### Key Responsibilities:

- **Content creation:** Develop and edit branded content for *National Geographic Traveller* (UK) and other APL Media titles.
- **Project management:** Oversee content projects from inception to completion, ensuring timely delivery and client satisfaction.
- **Team leadership:** Guide and mentor junior editors and writers.
- **Client liaison:** Work closely with clients to understand their needs and deliver content that meets their objectives.
- **Cross-department collaboration:** Coordinate with sales, production and digital teams to ensure cohesive content delivery.
- Work closely with writers and team members to ensure all materials adhere to the project brief and meet the company's high standards and style guidelines.

##### Requirements:

- Extensive experience in editorial roles, with a focus on branded content.
- Strong project management and leadership skills.
- Proficiency in CMS, InDesign and MS Office.
- Excellent communication and client management skills.
- Ability to work across multiple media formats, including print, digital and video.
- Strong interpersonal skills, particularly when working with the sales team and clients.
- Reports to the branded content manager.

You may be asked to work on other APL Media projects from time to time.

##### 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 (3 days in the office and 2 days working from home).
- Medicash healthcare plan, including discounted gym membership and mental health support.
- One volunteer charity day per year.
- One-week office closure over Christmas.

- Regular social events.
- Cyclesaver scheme.
- Regular training sessions and development opportunities.

### Hours & working pattern

- Full-time, 9am–5.30pm.
- Hybrid working (three office / two home).
- Permanent role.
- Start date ASAP.
- Deadline for application: 20 March 2026

### What next?

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 position. Please note only successful candidates will be notified.

**How to apply:** Via email to [careers@aplmedia.co.uk](mailto:careers@aplmedia.co.uk)

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### 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