

Campaigns Manager, *National Geographic Traveller* (UK)

APL Media Limited, the proud publisher of *National Geographic Traveller* (UK), is looking for a dynamic and results-oriented **campaigns manager** to join its Kentish Town-based team.

About APL Media

APL Media is a multifaceted media organisation with expertise in magazines, digital platforms, custom publishing, content marketing and events. It's particularly strong in the travel and luxury lifestyle sectors, offering a diverse array of both print and digital publications, alongside high-profile events.

About the role

As campaigns manager, you'll report directly into the director of sales – *National Geographic Traveller* (UK). You'll be a driving force for *National Geographic Traveller* (UK) through sourcing, developing and selling advertising campaigns to a range of both public and private sector clients across a range of industries. You'll be required to cultivate clients, consultatively build campaign structures across the *National Geographic Traveller* (UK) product portfolio and secure (and close) new campaigns.

Key responsibilities

- Develop and execute *National Geographic Traveller* (UK)'s sales.
- Work with other campaign managers to ensure that the team consistently hits or exceeds sales targets.
- Cultivate new business relationships with senior decision-makers at advertising agencies and marketing firms, and directly with client organisations.
- Craft compelling pitches and proposals that showcase the unique value proposition of *National Geographic Traveller* (UK)'s offering.
- Work with the editorial team to develop innovative and impactful advertising that resonates with target audiences.
- Oversee the entire sales cycle, from initial prospecting to contract closure and campaign development.
- Stay abreast of current events and their impact on travel destinations to develop timely and relevant native content campaigns.
- Use your understanding of travel trends, cultural nuances and the broader geopolitical landscape to craft stories that resonate with global audiences.
- Foster strong working relationships with internal teams, including editorial, design and production.

About you

- Results driven and works well independently, as well as part of a wider team.
- Willing to get stuck in, a self-starter and a quick learner.
- Outstanding communication and presentation skills, both written and verbal. Comfortable speaking with both brand managers and high-level government delegates.
- A proven track record of exceeding sales targets.
- Excellent organisational skills, the ability to manage multiple priorities and a proficiency in report literacy.
- A love of travel and a strong affinity for the *National Geographic Traveller* (UK) brand is a must.
- Comprehensive grasp of the media landscape.
- Superior numerical and creative abilities.
- Resilient, ambitious and a dedicated team player.

What we offer

- Basic salary coupled with unrivalled commission.
- Opportunities for additional bonuses based on page uplifts and both personal and team performance.
- The opportunity to work with a talented industry-leading team in a fast-paced and dynamic environment.
- International travel.
- The chance to make a real impact on the future of one of the world's most respected travel brands.
- Be part of a company that offers a fun and collaborative work environment.

Benefits

- 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.
- 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 note: only candidates who meet the requirements for the role will be contacted.



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. aplmedia.co.uk

Our titles include

- **Consumer:** *National Geographic Traveller (UK), National Geographic Traveller (UK) – The Collection, Living360* and newspaper inserts.
- **Trade:** *Postcards, ASTA Worldwide Destination Guide.*

Start date: ASAP