

National Geographic Traveller

APL Media Limited is seeking an experienced content strategist to join its friendly Kentish Town-based office, heading a growing digital team at **National Geographic Traveller** (UK).

We're looking for a content strategist to join the **National Geographic Traveller** (UK) team. You'll manage the deputy digital editor and newly appointed digital and marketing assistant and work alongside the digital marketing manager. This is an exciting opportunity for someone looking to join a growing department of a global brand.

We're looking for an energetic all-rounder with solid experience of working on websites, newsletters and social content. You'll lead the content strategy for the travel arm of the website including rolling-out campaigns, working on SEO strategy, evergreen content, newsletters

- Report and advise on website performance and content using Google Analytics and other software (your team can create this).
- Ensure the optimisation of each article for search and news feeds, using software to guide.
- Ensure that up-to-date digital functionality available on the CMS is being used.
- Pitch ideas, series and campaigns, keeping an eye on trends in travel and dig

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.

APL Media Limited is a medium-sized company based in Kentish Town, London. Over the past 20 years, we'