

Content Strategist, National Geographic Traveller (UK)

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).

The role

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**

What else?

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.

About us

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