

## Content Editor, Lifestyle [Direct response division]

The role calls for **an all-rounder who's capable of working across print and online content, savvy on social media and great with branded and client campaigns.**

**You'll be working across other projects as part of a team managing** and creating editorial and commercial content for a series of targeted lifestyle guides and online features that are published with various national newspaper titles (or for specific clients). Content will range from health and education to food and homes – **the ideal candidate will have a rolodex of contacts spanning varied lifestyle subjects.**

Day to day responsibilities include project management, commissioning, writing, editing, SEO, social media management, fact-checking and proofing. **You'll work with original copy prior to layout for print projects and then on page in InDesign, taking titles from flatplan to print. Being able to use a CMS and Adobe InDesign is also a requirement, with experience of Asana desirable. You may be expected to work on, and develop, other projects as required.**

**As content editor you'll** also oversee the social media strategy for Living360.uk and take the lead on both trending and evergreen content, with SEO as second nature.

The role **will require** excellent creative ideas and editing skills and the ability to manage a variety of projects from start to finish. With experience of working with writers, **clients and sales teams, you'll be able to confidently deliver your project to deadline and be the conduit between different departments, including sales, editorial, design and production.**

### The basics

**Social media management and strategy**

**Produce trending and evergreen content**

**Monitor site SEO and assist team where necessary**

**Oversee and contribute to the development of lifestyle content for the direct response/newspaper division**

**Work with print and digital content (and potentially other media)**

**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.**

**Good people skills are essential, particularly when dealing with the sales team and clients.**

**Collaborate with all departments, including sales, accounts, sub-editors, design and production.**

**Commit to high standards across a broad range of print and online products**

**Manage and maintain Living360's online and social presence in line with brand style, and support audience growth**

**Work across InDesign, MS Office and Asana**

## Benefits

- Medicash health cash plan
- Enhanced parental leave
- Discounted gym membership
- Opportunity for a charity day with your chosen cause
- Regular social events and more
- Christmas closing

Embark on a rewarding journey with APL Media and elevate your career to the next level.

## About us

APL Media Limited is a medium-sized company based in Kentish Town, London. Over the past 20+ years, it has focused on travel and lifestyle content for the consumer and trade industries, and has built a friendly, loyal and experienced team. [aplmedia.co.uk](http://aplmedia.co.uk)

## Our titles

Consumer: National Geographic Traveller (UK), National Geographic Traveller – The Collection (UK), Food by National Geographic Traveller (UK), Living360 and newspaper inserts.

Trade: Postcards, ASTA Worldwide Destination Guide.

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Start date: ASAP.

Deadline for applications: Friday 21 June 2024.

Hours: Full-time (9am-5.30pm). APL Media offers a hybrid working environment as standard —three days working in the office, two days working from home.

Job type: Permanent.

Salary: Dependent on experience.

Contact: Via email only: [editorial@aplmedia.co.uk](mailto:editorial@aplmedia.co.uk)

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## What next?

**If you're interested in this position, please submit a copy of your CV and a cover letter stating why you would be great for this role.**

Please note: Only candidates meeting the requirements for the role will be contacted.