



## **SENIOR MARKETING SPECIALIST, APAC. BANGKOK, THAILAND**

**Are you ready to charter your own career?**

**The runway to success in global aviation begins here...**

Are you looking for an opportunity to work for a global aviation brand where you can apply your compliance expertise, partner with senior leaders, and make a meaningful impact across an international organization?

Join Chapman Freeborn to partner with sales teams, execute high-ROI campaigns, and shape our regional presence.

We seek a dynamic **Senior Marketing Specialist, APAC** with proven lead generation expertise. Lead digital strategies, events, and content that fuel business growth and join our **Bangkok, Thailand** team.

### **Purpose of the Role**

The Senior Marketing Specialist will be responsible for developing and executing marketing initiatives that drive brand awareness and generate qualified leads for Chapman Freeborn's business support sales teams to achieve revenue targets. This includes managing digital marketing campaigns, lead nurturing strategies, media relations, content creation, and stakeholder engagement to support sales pipeline growth. The role requires a results-driven individual with strong project management skills, creative thinking, and proven experience in lead generation across digital and traditional marketing channels.

### **Key Responsibilities**

- Lead and execute APAC marketing strategies that directly support regional commercial goals across business aviation, passenger, and cargo products.
- Drive CFG brand visibility to position CFG as the user's top choice across all service lines in APAC.
- Oversee lead generation, digital performance, and campaign optimisation ensuring measurable ROI.
- Develop and deliver email marketing strategies and campaigns tailored to APAC customer segments.
- Oversee planning and execution of trade shows, events, and regional activations.
- Lead content creation and management aligned with brand and regional needs.
- Use data analytics to optimise performance, report insights, and support strategic decisions.
- Manage strong communication and alignment with stakeholder teams across Sales, Product, and Global Marketing.

## Required Qualifications

- Proven senior marketing experience in APAC, preferably within aviation, logistics, transportation, or B2B global service industries.
- Deep expertise in events, trade shows, and field marketing, with a proven track record delivering measurable ROI.
- Strong, hands on proficiency in email marketing, including segmentation, automation, and analytics.
- Strong knowledge of digital acquisition channels (PPC/ADM, paid social, LinkedIn ABM).
- Excellent stakeholder management, storytelling, and analytical skills.
- Ability to work strategically while personally executing high impact deliverables.
- Creative, proactive, and comfortable in a fast paced, globally dispersed organisation.

## What We Offer

- Comprehensive benefits package
- Opportunity to join a global company and be part of a diverse international team
- Professional development and career growth opportunities within a dynamic organization
- Unlimited access to thousands of courses on the LinkedIn Learning platform
- Exposure to strategic business decisions and direct impact on regional performance

With more than 50 years of experience, the Chapman Freeborn group provides a diverse range of aviation-related services on a global basis. Our expertise in all areas of the air charter industry makes us the number one choice for many of the world's leading logistics providers, multinational corporations, travel partners, and well-known names from the entertainment business.

Chapman Freeborn is a family member of Avia Solutions Group, a leading global aerospace services group with almost 100 offices and production stations providing aviation services and solutions worldwide. Avia Solutions Group unites a team of more than 11,500 professionals, providing state-of-the-art solutions to the aviation industry and beyond.

Chapman Freeborn provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, colour, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

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Chapman Freeborn combines over 46 years of experience with unrivaled global coverage to meet the air charter requirements of customers 24 hours a day, 365 days a year. The company's diverse client base includes major corporations, governments, non-governmental organizations (NGOs) and relief agencies, as well as high net worth individuals (HNWIs) and prominent figures from the entertainment world.