



MARKETING & COMMUNICATION MANAGER. DUBAI, UNITED ARAB EMIRATES

Magma Aviation has an exciting opportunity for a **Marketing & Communication Manager** to join the team in **Dubai, UAE**. The successful candidate will have experience working in a marketing and communications role within the aviation or logistics industry, with a strong understanding of brand management and stakeholder engagement. We are looking for a results-driven individual who thrives in a fast-paced environment, excels at problem-solving, and collaborates effectively to deliver impactful marketing initiatives. Creativity, strategic thinking, and the ability to manage multiple projects with a team-focused approach are essential.

Purpose of the Role

- Develop and execute marketing initiatives that align with Magma Aviation's business objectives
- Manage brand awareness, digital marketing, media relations, internal and external communications, and stakeholder engagement

Key Responsibilities of the Role

- Develop and execute a comprehensive marketing and communication plan that supports the company's growth. This includes setting clear objectives, defining key performance indicators (KPIs) and implementing measurable marketing campaigns that drive brand awareness, customer engagement and business expansion.
- Analyse market trends, customer insights, and competitor activity to refine strategies. Utilise digital and online tools to monitor market movements, customer behaviour and competitive positioning. Use these insights to tailor marketing efforts and identify new business opportunities.
- Create and manage the annual marketing budget, ensuring cost-effective use of resources. Develop financial plans that optimise spending across paid media, content production and events. Track ROI through performance analytics and adjust allocations to maximise impact while maintaining financial responsibility.
- Strengthen the brand across all digital and offline platforms globally by ensuring a consistent visual identity, messaging and brand presence. This includes social media, industry publications, sponsorships, trade events and advertising campaigns.
- Plan, develop and execute targeted digital marketing campaigns across multiple platforms, including Google Ads, LinkedIn Ads, Facebook Ads, and other programmatic advertising channels. Monitor and

adjust ad spend to ensure maximum return on investment (ROI).

- Create and manage email marketing campaigns ensuring personalised and engaging content that nurtures leads and retains customers. Use A/B testing to refine messaging and increase open and conversion rates.
- Develop and execute content strategies across key social media platforms, including LinkedIn, Instagram and YouTube, ensuring they align with the company's goals and brand identity.
- Write and distribute press releases to relevant industry publications, ensuring they are newsworthy, well-structured and aligned with the company's messaging.
- Develop and maintain relationships with journalists, editors and key media contacts to secure positive media coverage and strengthen Magma Aviation's industry presence.
- Maintain and update the company's website, ensuring it remains modern, functional and fully optimised for SEO and user experience. Regularly update content, improve navigation and ensure mobile responsiveness.

Magma Aviation is proud to be an equal opportunity employer committed to workplace diversity

Magma Aviation commercially markets dedicated wide-body cargo aircraft capacity, contracted on an exclusive basis from third-party airlines.

The UK-based company currently manages a fleet of Boeing 747-400F aircraft and offers a range of ad hoc and regular flying capacity to freight forwarders, logistics providers, and charter brokers.

Whether it's moving perishable cargo from Africa to Europe, or a shipment of automotive components around the world – Magma tailors its services around the client's specific needs.

Magma Aviation is a subsidiary of the Chapman Freeborn Group, who combine over 45 years of experience with unrivalled global coverage to meet the air charter requirements of customers 24 hours a day, 365 days a year. Chapman Freeborn's depth of aviation expertise includes managing passenger and cargo charter operations, aircraft leasing, humanitarian airlifts, and much more.

The Chapman Freeborn Group is also family member of Avia Solutions Group, the largest aerospace business group from Central & Eastern Europe with 83 offices and production stations providing aviation services and solutions worldwide.

Recruitment agencies: please note we have an in-house recruiter alongside a preferred agency list which we review annually. Therefore, we do not accept any CVs or applications sent to us on a speculative basis. We are pro-active in reaching out to agencies if there is a business need so please refrain from calling us.

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