

# Senior Marketing & Branding Manager

Are you looking for with a deeper sense of PURPOSE in your career? You're a Marketing hotshot interested in having a positive impact beyond profits, in an environment where your ideas (may) become trends?

**LightBlue is a UN-awarded, fast-growing Food Waste prevention tech and consultancy firm reconciling sustainability with business excellence (SDGs 2, 12 and 13). Your mission is to reinforce and improve LightBlue's online and offline presence and reputation on an international scale.**

## What are we expecting from you?

### Job description

- Marketing Strategy, Performance and Customer success (80%)
  - Develop a comprehensive marketing strategy to reinforce LightBlue's position across platforms as a global leader in food waste tech and consultancy.
  - Boost the company's awareness and drive qualified traffic.
  - Develop engaging promotional materials and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital and more.
  - Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, paid media, social media, lead generation campaigns, copywriting, performance analysis.
  - Develop engaging content for our website and blog that attracts and converts our target groups.
  - Analyze and gather customer insights, consumer trends, market analysis and marketing best practices to build successful strategies and drive growth.
  - Identify target audiences for specific solutions. Plan, create and execute marketing campaigns to expand the company's reach and grow our pipeline.
  - Identify trendsetting ideas by researching industry and related events, publications, and announcements, tracking individual contributors and their accomplishments.
  - Build strategic relationships and partner with key industry players, agencies and vendors.
  - Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future development and recommendations on how to optimize our communication and social platforms.
  - Set targets and KPIs and ensure that the team meets them.
  - Prepare and monitor the marketing budget and allocate funds wisely.
  - Customer success: support existing clients in their marketing and promotional plans relating to LightBlue's solutions. (e.g. creation of reports and data-driven promotional materials).
- Branding (20%)
  - Measure our brands familiarity, regard, meaning and uniqueness. Ensure that brand identity is consistent across advertising, platform, collaterals, and campaigns.
  - Increase our Brand Equity

### Selection Criteria

- Min. 7-10 years of experience in marketing/branding
- Experience in B2B Marketing in tech, food, hospitality or consulting
- A visionary professional who knows how to both set moonshots and achievable targets.
- A strategic thinker who can design and run impactful campaigns
- Fluency in English (Thai is a plus), Thai National Preferred

### The package

- Salary: starting from THB 60,000/month
- We carefully train and nurture our team members; including but not limited to participation in the [Food Waste Prevention Online Course](#) (Certificate of Completion provided)
- Serious credentials, working with a pioneer food waste hacking tech and consulting company
- Social Security and annual leave.
- Working location: Bangkok (Thailand), Sathorn area, Mon-Fri 9am to 6pm. max 1.5-day work from home possible.

Starting date: ASAP.

Please email a cover letter, reference contact (supervisors and clients), portfolio of your past work, AND your resume or video introduction to [rubina@lightblueconsulting.com](mailto:rubina@lightblueconsulting.com) and [contact@lightblueconsulting.com](mailto:contact@lightblueconsulting.com)