



# Digital Marketing (Internship)

The PLEDGE™ on Food Waste seeks a people-focused, mission-driven, and creative professional passionate about global community. We are expanding our team, and this is a brand-new role suited for someone who takes initiative, solves problems creatively, and finds opportunities where others may not see them.

The PLEDGE™ on Food Waste is building a movement to tackle food waste in the Food and Beverage Industry. We are a third-party certification encouraging food service providers to address food waste across their organisations to cut operational costs, adapt to a growing demand for sustainable business, and drive positive impact in their communities.

As a young and quickly growing start-up, our team members work well independently but frequently come together to prioritize needs as a team. We are looking for someone aligned with our vision and values to join us, and hope that might be you!

## Responsibilities

### Marketing and Communications

- Work with The PLEDGE™ team to design SMART marketing and communications goals
- Design and copywrite marketing content and manage communications channels including LinkedIn, Facebook, Instagram, and Slack
- Identify opportunities to grow The PLEDGE™ presence via digital marketing channels, including website and social media, and other formats such as events
- Manage relationships and communicate directly with The PLEDGE™ clients and partners to coordinate marketing plans
- Analyse data and employ those insights to inform decisions

### Generation Campaigns

- Test and optimize existing campaigns
- Plan and implement new lead generation campaigns
- Track and report impact of all campaigns with KPIs and analytics
- Design dedicated webpages to drive growth and long-term ROI for The PLEDGE™



Helping to achieve the UN SDGs  
since 2012



## Preferred Skills and Experience

- Passion for making an impact; passion for sustainability and food waste issues a major plus
- Experience working in a fast-paced, high-autonomy work environment
- Proven experience developing marketing strategies, managing communications channels
- Graphic & Web design skills (Canva, Adobe Creative Suite, and/or Wix)
- Professional proficiency in English language (written and verbal)
- Tech savvy, data driven, curious, and capable of telling compelling stories
- Eagerness to learn and grow
- Experience implementing SEO a plus
- Preferred soft skills – strategic thinking, emotional intelligence, organizational skills, creativity, entrepreneurial spirit, daring, and reliability

**You don't fit these requirements but feel it's for you?  
send us a 3 min video explaining why YOU are the one.**

## Position Details & Compensation

- A unique professional reference working with an esteemed organisation
- In-depth training on food waste issues and prevention
- Free access to our online course with Certificate of Proficiency in Food Waste Prevention provided
- Hands-on experience working directly with customers and associates on food waste prevention projects
- Starting at 10,000THB monthly stipend

**Starting date:** ASAP, minimum 6 months

**Working location:** Bangkok (Silom), Thailand

**Hours:** Full-time, 9am-6pm Monday to Friday

**Requirements:** A working laptop



***Ready to take a career leap?***

Send us a cover letter AND your resume to both  
[contact@lightblueconsulting.com](mailto:contact@lightblueconsulting.com) and [pofw@lightblueconsulting.com](mailto:pofw@lightblueconsulting.com).  
Only full applications will be assessed!