



LIGHTBLUE

FOOD WASTE HACKING DIGITAL MARKETING & COMMUNICATION STRATEGY TRAINEESHIP

Keen to have a genuine meaning in your professional life, acquire skills in capacity building, consulting, and technology, and apply it to help businesses fix one of the most detrimental issue faced by our society?

Reluctant to work for an organization that does not care about the boundaries of our planet, or doesn't see the limitation of our current socio-economical models?

LightBlue is offering a unique opportunity for a highly motivated young professional to join our pioneer social enterprise with a mission is to reconcile business excellence with sustainability (SDGs 2, 12 and 13). Your mission is to generate qualified leads for the consulting team to convert into customers.

What are we expecting from you?

Marketing and communication tools management:

- Identify marketing and communication activities to improve our company's presence (e.g. workshops, event, services)
- Support the definition of the company's social media and website strategy
- Manage company's communication channels and develop content marketing
- Manage CRM tool to track prospect and customer action
- Test and optimize existing and new lead generation channels (e.g. niche social media) and new audiences
- Review and analyze existing tools and provide recommendations of best practices using Google Analytics, Facebook Business Manager, MailChimp Report Tool, and other social media analytics tools

Lead generation campaigns:

- Develop marketing funnels tactics to drive growth and long-term ROI, including building dedicated landing pages
- Design organic (and possibly paid) campaigns across communication channels along with defining objectives, execution, impact tracking, and reporting

Helping to achieve the UN SDGs since 2012



Who are we looking for?

- Great understanding of various online and offline marketing funnels
- Data driven, curious and capable of telling stories
- Great knowledge of social media and digital marketing
- Truly interested in designing and executing our growth-focused digital marketing strategies
- Passionate about sustainability, willing to make an impact
- Humility and eagerness to learn and grow, ability to work independently
- Good knowledge of communication analytics tools is a big plus
- Experience in digital marketing campaigns (paid or organic) is a plus
- Excellent conduct of English (verbal and written)
- Great knowledge of MS Office
- Knowledge of design software (graphic design and video editing) is a plus
- Preferred soft skills – Strategic Thinking, Organized, Creative, Entrepreneurial, Daring, and very Reliable

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

What do you get from us?

- A remarkable professional reference working with an esteemed organization
- Free training to Food Waste Prevention Online Course (Certificate of Proficiency provided)
- Opportunity to contact direct customers or associates
- Opportunity to participate in hands-on food waste prevention projects, whenever necessary
- It's a paid traineeship with stipends up to 200 USD

We know! The stipends suck, really. Actually this position is a steppingstone: we are taking this opportunity to scout the most promising talents to become part of our company. Should we part ways after this, rest assure that you will have gained unique credentials that will open many doors.

Starting date: ASAP, minimum 6 months

Working location: Based in Bangkok but may work anywhere on Planet Earth

*The candidate needs to have his/her own laptop, and to reasonably adapt to LightBlue's working hours (9am-6pm Bangkok time, GMT+7)



Ready to take a career leap?

**Send us a cover letter AND your resume to both chompoo@lightblueconsulting.com
and yatawee@lbec.info Only full applications will be assessed!**