



Marketing Executive

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

Are you ready to be the architect of your career journey? We're seeking a dynamic Marketing Executive to join our team. As a marketing executive, you'll play a pivotal role in crafting and executing marketing strategies, managing campaigns, and boosting brand awareness in the digital space.

If you possess initiative, creative problem-solving skills, and a knack for identifying opportunities, we invite you to join us in building something extraordinary.

What are we expecting from you?

Key Responsibilities

- Develop engaging and relevant content for various marketing channels, including websites, social media, and promotional materials
- Uphold and enhance the company's brand image through consistent messaging and creative campaigns
- Collect data and prepare reports explaining marketing results and the current status of marketing initiative
- Be integral to develop and presenting new ideas for marketing strategies
- Manage the company's websites and monitor data analytics to improve site efficiency and make necessary updates
- Conceptualize and execute digital marketing initiatives, including social media campaigns, email marketing, and search engine optimization (SEO)
- Work with cross-functional teams to align on execution and improve business performance
- Support in implementing the global strategic brand marketing plan according to business objectives to advance the brand identity, broaden awareness of our business and services, and increase the visibility of our brand overall across a global experience

Helping to achieve the UN SDGs since 2012



Who are we looking for?

Qualifications

- Bachelor's degree in Marketing, Business, or a related field
- Over 3 years of experience in Marketing
- Experience in marketing, with a focus on digital marketing and brand management
- Computer literature, especially MS Office, Adobe Photoshop, Illustrator, and related marketing tools
- Understanding of digital marketing concepts and best practices
- Ability to work collaboratively with cross-functional teams and external partners
- Creativity and a demonstrated ability to think outside the box
- Can-do attitude, result-oriented, and strong team player
- Experience working in startups and fast-paced organizations would be an advantage
- Good communication skills in both Thai and English

**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 organization
- 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 salary between 25,000 to 35,000 baht

Starting date: ASAP

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 and pofw@lightblueconsulting.com.
Only full applications will be assessed!