



## FOOD WASTE HACKING SOCIAL MEDIA AND CONTENT MARKETING INTERN

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 reconciles business excellence with sustainability since 2012. Over the past 8 years, we developed unique skills, technologies and methodologies to minimize food waste and run over 45 projects for International Hotel Groups (Marriott, Hyatt, Accor.), Government Agencies (TCEB), International Organizations (GIZ, Michelin Guide Thailand - video [HERE](#)), Business and Culinary Schools (Republic Polytechnic Singapore, ESCP Europe, Ferrandi) and restaurant groups (Cofoco) in 10 countries. To date, we helped save more than 1 Million Kg of food from being discarded!

### What are we expecting from you?

#### Marketing and communication tools management:

- Manage social media accounts (e.g. LinkedIn, Facebook, Instagram, YouTube)
- Manage newsletter and email marketing content (e.g. MailChimp)
- Manage website on desktop and mobile versions (e.g. Wix)
- Review and analyze existing tools and deliverables with recommendation of best practices using Google Analytics, Facebook Business Manager, MailChimp Report Tool, and other social media analytics tools

#### Design and content management:

- Curate news articles and reports for our content resources
- Formulate weekly/monthly communication plan
- Review communication calendar (e.g. important events, posts, special days)
- Identify marketing content and communication materials to support company's activities (e.g. services, workshops, conferences, webinars)
- Create communication materials (e.g. visuals, handouts, brochures, videos)
- Write and review copy with persuasive copy concepts for any marketing activities

### Help achieve the UN SDGs since 2012



## Who are we looking for?

- ◆ Excellent conduct of English (verbal and written)
- ◆ Min. Bachelor's degree in marketing is a plus
- ◆ Proven experience in creating marketing content is required
- ◆ Great knowledge of communication analytics tools
- ◆ Great knowledge of social media and digital marketing
- ◆ Great copywriting skills
- ◆ Great knowledge of MS Office
- ◆ Knowledge of other design software is a plus
  - Graphic design software — Canva, Adobe Illustrator, Adobe Photoshop
  - Video editing software — Final Pro Cut, Adobe Premier Pro, Adobe Effect, iMovie, Camtasia
- ◆ STRUCTURED and organized person is a must
- ◆ Eagerness to learn, hands-on/can-do attitude

**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?

- ◆ We carefully train and nurture our team members: participation to the Food Waste Prevention Online Course (Certificate of Proficiency provided), and to any other training delivered while working with us
- ◆ Serious credentials, working with a pioneer food waste hacking tech and consulting company
- ◆ Opportunity to prepare and deliver hands-on food waste prevention projects, to train professional and provide advisory services.
- ◆ 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: 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](mailto:chompoo@lightblueconsulting.com) and [hello@lightblueconsulting.com](mailto:hello@lightblueconsulting.com) . Only full applications will be assessed!

