



Digital Marketing and Community Manager (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

Community Management

- Strategize community management principles and deliverables for our clients and consulting partners
- Develop community experiences for our network through online events and communications
- Grow activities on Slack channels to promote a vibrant and engaged community to increase usership and knowledge sharing
- As a new role, this is not an exhaustive list, and additional or differing tasks may be identified based on your own strengths and in collaboration with the strengths of our existing team.

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
- Community builder w/ experience w/ Slack
- 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
- Graphic design skills a plus
- Preferred soft skills – strategic thinking, emotional intelligence, organisational 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 and pofw@lightblueconsulting.com.
Only full applications will be assessed!