



Growth Marketing Intern Opportunity

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.

Job Description

- 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
- Marketing and communication tools management:
 - Identify marketing and communication activities to improve our company's presence (e.g. workshops, event, services)
 - Manage company's communication channels
 - Test and optimize existing and new lead generation channels (e.g. niche social media) and new audiences
 - 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

Selection Criteria

- Great understanding of various online and offline marketing funnels
- Data driven (mastering of Excel), 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

Benefits/Perks:

- 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
- Monthly stipend: depends on qualifications, up to 200 USD

Starting date: ASAP, minimum 6 months

Working location: Anywhere, but should adapt to Bangkok (GMT+7) working hours, Mon-Fri 9am to 6pm

*The candidate needs to have his/her own laptop

Please email a cover letter and your resume to chompoo@lightblueconsulting.com

Ready to take a career jump?