

BUILDING NETWORKS BEING CHALLENGED



POSITION: DIGITAL MEDIA MANAGER
DEPARTMENT: MARKETING
LOCATION: VIENTIANE HEAD OFFICE

ROLE OVERVIEW

- Drive sustainable brand growth and consumer engagement by developing and executing data-driven digital media strategies that strengthen brand visibility, relevance, and market performance across all digital platforms.
- Maximize return on marketing investment (ROMI) through effective digital media planning, budget optimization, audience targeting, and continuous performance improvement to achieve business and brand objectives.
- Lead the organization's digital transformation by fostering digital-first marketing capabilities,

WHAT YOU'LL BE DOING

- Work closely with appointed digital agencies to lead digital media planning across key platforms, including Facebook, TikTok, YouTube, Instagram, Google, programmatic media, and other relevant digital channels.
- Work closely with appointed digital agencies to manage end-to-end digital campaign execution, from briefing, media planning, launch, optimization, monitoring, reporting, and post-campaign evaluation.
- Manage and monitor digital media budgets across brands, ensuring effective allocation, spending control, cost efficiency, and alignment with approved plans.
- Optimize digital media investment by tracking performance, improving audience targeting, reviewing creative effectiveness, and ensuring strong delivery against agreed KPIs.
- Oversee social media content planning and digital-first content development, ensuring each brand has relevant, engaging, and platform-appropriate communication.
- Ensure digital campaigns are well integrated with brand campaigns, trade activations, events, sponsorships, product launches, consumer promotions, and other offline activities.
- Define digital KPIs and prepare regular performance reports with clear insights, learnings, and recommendations to improve future campaigns.
- Manage social media listening to monitor consumer sentiment, category trends, competitor activities, campaign feedback, and emerging opportunities for the brands.
- Build digital marketing capability within the Marketing team by sharing best practices, platform updates, reporting standards, content guidelines, and campaign learnings.



WHAT WE'RE LOOKING FOR

- Bachelor's degree in Marketing, Communications, Business, Digital Media, or a related field.
- Minimum 3–5 years of experience in digital marketing, media planning, social media, or integrated marketing communications.
- Experience in FMCG, beverage, lifestyle, retail, or other consumer-facing industries is preferred.
- Good understanding of digital media planning, paid social, online video, content strategy, influencer marketing, and social media listening.
- Hands-on experience with key digital platforms such as Facebook, TikTok, YouTube, Instagram, Google, and relevant media tools.
- Ability to analyze campaign performance, interpret data, and translate insights into clear recommendations.
- Strong project management, agency management, communication, and stakeholder management skills.
- Creative, data-driven, proactive, and able to manage multiple campaigns in a fast-moving environment.
- Good written and spoken Lao and English; Thai language capability is an advantage
- Occasional travel within the country and beyond Laos

OUR GROWTH CULTURE

Semper Ardens

- Always burning, striving for more
- Sets clear and stretch objectives and rigorously tracks delivery
- Seizes opportunities, embraces and drives change

Positive energy and compassion

- Proactively aligns self and team towards agreed priorities
- Actively promotes 'one-team' spirit and collaboration across functions

Consumer Passion

- Anticipates and acts on the needs of consumer/customer/society
- Always have the consumers interest at the heart of all decisions.

Decide fast and deliver with excellence

- Takes and executes decisions with quality and speed
- Plans effectively, sets priorities and puts ideas into practice
- Takes into account details and big picture when solving problems

Empower, support and grow our people

- Involves and inspires others and gives people responsibility
- Listens actively and wins others over to win-win solutions
- Detects and encourages talent and coaches towards company targets

HOW TO APPLY

Submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application deadline on **09th Jul 2026** For more detail, please contact our recruitment team: Mobile 020 56556272 & 020 57895255

BREWING FOR A BETTER TODAY AND TOMORROW

For us success has always been in the diverse mix of our people, our beers, and our brands. At Lao Brewery, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive, and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, we will gain competitive advantage and leverage the effect of diversity for business growth. LBC aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion, or any other characteristics protected by law.

