

BUILDING NETWORKS BEING CHALLENGED



POSITION: ASSISTANT BRAND MANAGER – RTD TEA
DEPARTMENT: MARKETING
LOCATION: VIENTIANE HEAD OFFICE

ROLE OVERVIEW

The role will support the Brand Manager in planning and executing brand and marketing initiatives to drive brand growth and market presence of RTD Tea (Ready to Drink Tea) portfolio. The position works closely with cross-functional teams including Sales, Trade Marketing, Supply Chain, Production, Insights, and external agencies to deliver impactful campaigns, innovation projects, and brand activations aligned with business objectives

WHAT YOU'LL BE DOING

- Support the Brand Manager in developing and implementing annual brand plans and marketing strategies.
- Support brand planning activities and maintain brand calendars and execution timelines
- Execute marketing activities across digital, OOH, and on-ground activations
- Work with the media team to ensure effective rollout of brand communication across digital, OOH, and other media.
- Develop and adapt brand communication materials by working with in-house design, production, and media agencies to ensure all communication touchpoints deliver clear brand messaging and in line with brand guidelines
- Support the Brand Manager in driving innovation projects by coordinating with NPD, supply chain, trade, and production teams to deliver projects on time and in line with business objectives
- Track brand budgets and monitor spending to support delivery of marketing activities within approved timelines and budgets
- Provide support on market research projects led by the Insights team, including preparation of materials and coordination of inputs
- Work closely with the activation team to shape on-ground activations, ensuring strong brand relevance and impactful brand presence
- Coordinate with cross-functional teams including trade marketing and Sales to ensure project readiness and timely execution.



WHAT WE'RE LOOKING FOR

- Bachelor's degree in marketing, Business, or a related field
- Experience in marketing or brand roles is an advantage; FMCG experience is a plus
- Fluent in written and spoken English
- Ability to manage multiple tasks and timelines
- Basic understanding of brand marketing and communication
- Good collaboration and communication skills
- Proactive, willing to learn and able to take ownership of assigned task
- Flexible for occasional business travel

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 **29th 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.

