



POSITION: BRAND MANAGER

DEPARTMENT: MARKETING

LOCATION: VIENTIANE HEAD OFFICE

KEY RESPONSIBILITIES

This role will report directly to the Marketing Manager – Beer, in Marketing Department and will have overall responsibilities including but not limited as following:

- Progress brand growth plans, market research, marketing communication, and promotional campaigns for the brand, with full accountability for managing total segment profitability and A&P budgeting
- Manage key relations with ATL, Digital, and Event agencies, and key internal stakeholders within LBC
- Direct daily operational activities and engage cross functionally to lead excellent execution of total Brand Plans
- Work closely with trade marketing and sales to drive a focused channel strategy
- Developing promotional strategies for brand awareness and profitability
- Develop and execute brand positioning and communication strategies
- Manage consumer and trade promotional activities and marketing events
- Support MD/CM on management of cross-functional teams to execute projects within assigned timelines and budgets
- Support to Marketing Manager - Beer in all activities pertaining to brand building
- Drive new products development in the market.
- Track marketing parameters such as pricing, distribution, and POS to assist in better positioning and brand optimization of company products
- Developing annual business plan for profitable company growth
- Analyse competitor performance and market trends to provide recommendations for brand development
- Capable of reviewing and analyzing brand health tracking reports and using insights to optimize campaigns, communication, and brand performance.
- Monitor and control expenses within allotted budget (P&L)
- Manage the day-to-day timelines/activities

QUALIFICATION REQUIRED

- Minimum bachelor's in business administration or equivalent thereof (MBA is an advantage)
- Minimum 3 years In-depth knowledge about relevant brand subject areas and commercial experience in at least two Brands preferably from FMCG/F&B industry cross functional exposure will be favorable (e.g. trade marketing, sales, finance, supply chain)
- Fluent in English and Lao language
- High level of proficiency in Excel and PowerPoint, experience in digital media
- A solid track record of producing outstanding results
- Results oriented and proactive
- Above par communication and presentation skills
- Developed analytical and project management skills
- Team player and culturally adaptable
- Knowledge of category P&L

HOW TO APPLY

Submit your updated CV and cover letter (PDF in English) to recruitment@beerlao.la before the application deadline on **25th January 2026**. For more detail, please contact our recruitment team: 020 56556272 (Call only) Mon-Fri 8:00 – 17:00. We look forward to receiving your application.

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.

