

**SMARTER
WORKING**

**FORCES
JOINING**

**A VERSATILE
YOU IS
BREWING**



POSITION: OFF TRADE MANAGER

DEPARTMENT: SALES

LOCATION: VIENTIANE OFFICE

KEY RESPONSIBILITIES

- Develop Off-Trade Channel Marketing Strategy development with Channel Manager for relevant sub-channels and product categories to achieve the defined business objectives.
- Manage channel Off Trade operating budget to ensure efficient usage of resources.
- Monitor market trends, competitor activities, and pricing strategies to identify growth opportunities
- Develop National Consumer and Customer Promotion, execute, monitor, and evaluate its effectiveness.
- Prepare monthly/quarterly trade & consumer promotional plan in designated channels with evaluation of its effectiveness.
- Development of PICOS for all Off Trade sub channels, alignment from relevant stakeholders, roll-out and implementation.
- Continuously evolve to market dynamics and develop tactical plans to defend and win volume to achieve company targets
- Lead customization and implementation of integrated marketing activation plans by coordinating internal & external functions.
- Development of multi touchpoint shopper marketing initiatives and campaigns based on shopper insight and strong understanding of retailer strategy.
- Work cross-functionally with brand, finance, and trade marketing to align commercial objectives
- Develop new POSM & Merchandizing items, control, and its deployment

QUALIFICATION REQUIRED

- Bachelor's or master's degree in business administration, marketing, or related disciplines.
- Proficient in Microsoft Office (Word, Excel, and PowerPoint).
- Fluent in English and good communication skills.
- Minimum 3 years working experience in related field.
- Experience and intensive knowledge on sales, customer service, channel marketing and merchandizing.
- Previous work experience in FMCG/F&B industry, cross functional exposure will be favourable.
- Strong interpersonal skills, able to present well with senior leaders.

- Analytical and is familiar with using research-based info to work.
- Self-driven and results oriented.
- Highly assertive
- Able to work odd hours and under stressful conditions.

HOW TO APPLY

Submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application closing date on **12th April 2025** Tel: 020 56556272. For more detail, please contact our recruitment team: Mobile 020 56556272 (call only) working day (Mon - Fri 8:00 - 5:00)

Noted: Only shortlisted candidates will be contacted for interview