

BUILDING NETWORKS BEING CHALLENGED



POSITION: BRAND MANAGER - LPB PREMIUM
DEPARTMENT: MARKETING
LOCATION: VIENTIANE HEAD OFFICE

ROLE OVERVIEW

This role will develop and lead the Premium Beer growth agenda of LBC through leading, developing, and implementing strategies and executional plans to drive sustainable share growth, brand health KPIs, and overall profitability.

WHAT YOU'LL BE DOING

- Progress brand growth plans, market research, marketing communication, and promotional campaigns for the premium Brands portfolio, with full accountability for managing total segment profitability and advertising and promotion budget
- Manage key relations with above the line marketing, Digital, and Event agencies, Carlsberg Asia Regional office 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 premium channel strategy
- Developing promotional strategies for brand awareness and profitability.
- Adapt brand positioning and communication strategies based on Global/ Group Commercial best practice
- Manage consumer and trade promotional activities and marketing events.
- Support Marketing Manager on management of cross-functional teams to execute projects within assigned timelines and budgets.
- Support to Marketing Manager 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.
- Analyze competitor performance and market trends to provide recommendations for brand development.
- Monitor and control expenses within allotted budget (Profit & Lost)
- Manage the day-to-day timelines/activities



WHAT WE'RE LOOKING FOR

- Minimum bachelor degree in business administration or equivalent thereof (MBA is an advantage)
- Minimum 5 years In-depth knowledge about relevant Brand subject areas and commercial.
- At least 2 years experiences in Brands from FMCG/F&B industry is preferred.
- Experience from cross functional exposure will be favourable (e.g. trade marketing, sales, finance, supply chain)
- 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

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 **30th Jun 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.

