

BUILDING NETWORKS BEING CHALLENGED



POSITION: TRADITIONAL OFF-TRADE MANAGER
DEPARTMENT: SALES
LOCATION: VIENTIANE HEAD OFFICE

ROLE OVERVIEW

- Define Off-Trade channel vision and strategies to achieve channel and brand objectives.
- Contribute to the organization's goals/objectives and enhance market share and sales performance.
- Collaborate with Sales and Marketing teams to develop trade marketing programs including National Consumer Promotion, POS development while adhering to Brand's guidelines and its strategy.

WHAT YOU'LL BE DOING

- Develop and execute Off-Trade Channel Marketing strategies across relevant sub-channels and product categories to achieve business objectives and sales targets.
- Monitor market trends, competitor activities, and channel performance to identify opportunities and implement tactical plans that drive volume growth and market share.
- Prepare and manage monthly and quarterly trade and consumer promotion plans for assigned channels.
- Develop impactful multi-touchpoint shopper marketing campaigns based on shopper insights, consumer behaviour, and retailer strategies.
- Lead the planning and execution of integrated marketing activation programs to strengthen shopper engagement and improve conversion.
- Evaluate the effectiveness of trade and consumer promotions through post-campaign analysis and recommend improvements for future initiatives.
- Develop innovative POSM (Point-of-Sale Materials) and merchandising solutions to enhance in-store execution and shopper experience.
- Ensure strong and consistent brand visibility across Off-Trade channels in compliance with brand guidelines and execution standards.
- Develop and implement PICOS (Placement, Inventory, Communication, and Sales) standards for all sub-channels, ensuring alignment, rollout, and execution across stakeholders.
- Collaborate closely with Sales, Marketing, Supply Chain, Finance, and external partners to ensure successful implementation of channel initiatives.
- Coordinate with retailers, agencies, and suppliers to deliver marketing activations effectively and on schedule.
- Lead cross-functional communication to ensure alignment on priorities, timelines, and business objectives.
- Manage channel marketing budgets effectively to maximize return on investment and ensure efficient utilization of resources.
- Track, analyze, and report campaign and promotion performance to support data-driven decision-making and continuous improvement.
- Ensure all marketing activities are executed within approved budgets and aligned with company objectives.



WHAT WE'RE LOOKING FOR

- Bachelor's degree in marketing, business administration or any related fields
- Minimum 3 years working experience in sales, marketing, trade marketing or related in FMCG.
- Strong interpersonal skills, able to present well with senior leaders.
- Good in communication skills.
- Analytical and is familiar with using research-based info to work.
- Self-driven and results oriented.
- Highly assertive
- Willing and able to work flexible hours and perform effectively in a fast-paced environment.
- Computer literate – MS Tools (PPT, Excel & Word)
- Excellent written and verbal communication skills – English

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 **16th 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.

