



POSITION: MODERN OFF-TRADE MANAGER

DEPARTMENT: TRADE MARKETING DEPARTMENT

LOCATION: VIENTIANE OFFICE

KEY RESPONSIBILITIES

- Develop Modern Off-Trade Channel Marketing Strategy development with Channel Manager for relevant sub-channels and product categories to achieve the defined business objectives.
- Manage channel Modern 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 Modern Off Trade sub-channels, alignment with 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 Modern off-trade strategy.
- Work cross-functionally with brand, finance, and trade marketing to align commercial objectives
- Develop new POSM & Merchandising items, control, and their deployment

QUALIFICATION REQUIRED

- Minimum bachelor'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 merchandising.
- 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 **21st September 2025** Tel: 020 56556272. For more details, please contact our recruitment team: Mobile 020 56556272 (call only) working day (Mon - Fri 8:00 - 5:00)

BREW 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.