

INSPIRING WORK SERIOUS PLAY



POSITION:

BRAND MANAGER – SOMERSBY & 1664 BLANC

DEPARTMENT:

MARKETING

LOCATION:

VIENTIANE HEAD OFFICE

ROLE OVERVIEW

- Be responsible for developing and executing brand strategies that strengthen brand equity, increase consumer demand, and deliver sustainable growth for Somersby & 1664 Blanc portfolio.
- Lead the annual brand planning process, develop integrated marketing campaigns, manages innovation and activation programs, and ensures excellent execution across all consumer touchpoints.
- Working closely with Sales, Channel Marketing, Brand Marketing, Supply Chain, Finance, Procurement, and external agencies.
- Build strong consumer connections, increasing market penetration, and maximizing return on marketing investments while maintaining global brand standards.
- Be accountable for delivering profitable growth for Somersby and 1664 Blanc by combining consumer insight, commercial excellence, and brand-building capabilities.

WHAT YOU'LL BE DOING

- Develop and execute annual brand strategies aligned with LBC's commercial objectives and global brand guidelines.
- Define brand positioning, portfolio strategy, pricing recommendations, and growth initiatives.
- Analyze consumer trends, shopper behaviour, category performance, and market dynamics to identify growth opportunities.
- Utilize consumer research and market intelligence to support strategic decision-making.
- Translate consumer insights into innovative marketing programs and commercial opportunities.
- Lead campaign development from concept through execution and post-campaign evaluation.
- Ensure all communication materials align with global brand identity and local market needs.
- Collaborate with Channel Marketing and Sales to deliver impactful in-market activation and promotional programs.
- Monitor innovation performance and recommend continuous improvements.
- Monitor marketing investment, promotional spending, and campaign ROI.
- Prepare monthly budget tracking and forecasting reports.
- Track sales performance, market share, brand health, consumer KPIs, and financial results.
- Prepare monthly business reviews and management presentations



WHAT WE'RE LOOKING FOR

- Bachelor's Degree in Marketing, Business Administration, Communications, Economics, or a related field.
- MBA or postgraduate qualification in Marketing or Business is an advantage.
- Minimum 5–7 years of experience in Brand Marketing, Category Marketing, or Commercial Marketing within the FMCG, beverage, or consumer goods industry.
- At least 2–3 years of experience managing premium or international brands.
- Proven experience in integrated marketing campaigns, consumer activation, and brand planning.
- Strong understanding of consumer behavior, market research, and commercial marketing.
- Experience managing marketing budgets and evaluating campaign ROI.
- Experience working with cross-functional teams, including Sales, Channel Marketing, Supply Chain, Finance, and external agencies.
- Strong analytical, presentation, and project management skills.
- Excellent communication skills in Lao and 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

Please submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application deadline of 20th October 2026. For more details, please contact our recruitment team at 020 56556272 or 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.

