

INSPIRING WORK SERIOUS PLAY



POSITION: OCCASION AND FUNCTION SALES COORDINATOR
DEPARTMENT: SALES
LOCATION: VIENTIANE CAPITAL

ROLE OVERVIEW

The role is to bring LBC's portfolio of brands to life through meaningful customer engagement, driving channel performance while developing growth in the Functional and Home Party channels. This involves executing and following up on planned Occasion and Home Consumption strategies to increase volume and grow market share for LBC's brands, with a particular focus on the premium brand. The role requires frequent engagement with customers and consumers to gather market insights within the Occasion and Function channels, while maintaining strong, lasting relationships with customers. In addition, it includes facilitating and supporting festive and occasion-related activities to strengthen brand presence and consumer connection.

WHAT YOU'LL BE DOING

- Daily follow-up order with customers (Function Halls and Catering Company) to follow up and confirm orders.
- Visit the customers (Function Halls and Catering operators) as per agreed plan with line manager to build relationships and to meet with consumers to convince & sell the packages.
- Promote and sell premium packages for weddings and home consumption as priority and meet the monthly target plan.
- Support gimmick/POSM delivery if any.
- Support seasonal home consumption like boat racing, rocket festivals and related festive events.
- Receive phone calls from consumers who are interested in home consumption promotions.
- Verify and do consumer KYC to make sure the promotions are released for end consumers, using excel consumption KYC forms.
- Coordinate with DSD/Distributors/ rebates to deliver the products to consumers.
- Follow up logistics (warehouse and transportation) to manage the sales orders to get to consumer hand smoothly.
- Facilitate and support home consumption promotion and wedding executions.
- Manage FOC/ premium delivery to consumers as to the promotion (if any).
- Follow up document claim from Distributors/rebates.
- Reconcile and recheck all supporting documents to support the wedding FOC claim



WHAT WE'RE LOOKING FOR

- At least Diploma in Business Administration or other related subject area.
- Experience: 1–2-year experience in FMCG business or in customer service.
- Language: Language: Fluent in Lao, Working knowledge of English.
- Strong interpersonal communication skills (Selling, negotiation, communications, objection handling etc.)
- Be self-motivated and have responsibility in handling the given assignments.
- Independent and able to work with minimal supervision.
- Good presentation and selling skills
- Conversational English proficiency is an advantage.

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.

