

LOCAL EMPLOYMENT OPPORTUNITIES



Lao Brewery

Lao Brewery Company Limited (LBC) is part of Carlsberg Group and the leading brewery company in Laos with business spanning across Beer, Soft Drinks, Water, and Wine. In Laos, LBC owns and operates three factories: Vientiane Brewery, Pepsi Plant, and Pakse Brewery which together has capacity to produce and distribute to meet demand across all of Laos, as well as abroad. LBC has 2,100 employees mainly of Laotian nationality, working in mainly Laotian and English, and operating under Carlsberg's global values and principles

LBC's brands are leading in each of the categories they are competing in. In beer major brands are: Beerlao, Carlsberg, Somersby, 1664 Blanc, Tuborg, and Lanexang. In Soft Drinks the portfolio includes Pepsi, Mirinda, 7UP, Sting, and Soda Lao. In Water the portfolio consists entirely of the Tigerhead Brand.

Position: Sponsorship Manager

Location: Vientiane Head Office

KEY ACCOUNTABILITIES

- Oversee events and sponsorship strategies for the company.
- Develop proposals in alignment with sponsorship strategies.
- Develop sponsorship guidelines for the commercial team.
- Lead, coach, and follow up with the sponsorship team to ensure effective operations and perfect executions.
- Follow up and ensure execution of the annual sponsorship calendar.
- Lead and guide the sponsorship team to negotiate and coordinate with the government and individual sectors for events and sponsorships.
- Manage relationships with agencies and local government sectors.
- Collaborate and coordinate with various departments such as the brand team, sales team, media team, legal team, suppliers, etc... for managing events and sponsorships.
- Represent the department or LBC at some of the official public-sector functions and conferences.
- Manage budgets in alignment with departmental work plans.
- Weekly report to the line manager.

QUALIFICATION

- Bachelor's Degree in Business Administration or related field
- Fluent in English and Lao Language
- Good working knowledge of Microsoft Word, Excel, and Powerpoint software, preferably knowledge of media buying optimization software.
- Good PR & interpersonal skills, excellent negotiation skills
- Good presentation and public speaking skills

HOW TO APPLY

Submit your updated CV and cover letter (PDF in English) to recruitment@beerlao.la

before the application deadline on **28 January 2024**

For more detail, please contact our recruitment team: 020 56556272 (Call only)

Mon-Fri 8:00 – 17:00

Noted: Only shortlisted candidates will be contacted for interview

SCAN HERE

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