



POSITION: OCCASION AND FUNCTION MANAGER

DEPARTMENT: SALES

LOCATION: VIENTIANE CAPITAL

KEY RESPONSIBILITIES

This role will report directly to the Occasions, Function and Corporate Key Account Manager and doc line report to National Sales Director in Sales Department and will have overall responsibilities including but not limited as following:

- Prepare and present to key stakeholders, strategically support Sales to secure important Sub Channel accounts on Occasions, Functions & Home parties to be contracted to LBC.
- Work closely with FSM, DSM & MDE; to ensure strong follow up any trade program and rapport building with key customers.
- Create promotion scheme base on market trend & direct dealing with customers & Consumers
- National promotion; to plan national activations to the right accounts on time and in full.
- Implementing strategies of Wedding & Home parties' program; Business growth, Capability building, Relationship and Club benefit.
- Update Wedding couple list frequency & Manage budget in area of responsibility.
- Reporting & Presentations; backend project reporting & updating senior managers.
- Ensure team compliance to all LBC policies and procedures. Including but not limited to the Internal Working Rules and OHSE.
- Conduct weekly promotional performance analysis and prepare reports for management review.
- Create and implement promotional campaigns for the Event Buddy Live initiative.
- Develop content strategies for the Event Buddy social media platforms to enhance brand engagement.
- Build and strengthen relationships with distributors and potential event organizers to secure high-end wedding contracts.
- Supervise call center operations to ensure successful implementation of the LBC 1898 project.

QUALIFICATION REQUIRED

- Bachelor's degree in business administration, Marketing or related discipline.
- Knowledge relevant commercial and experience in beverages product and FMCG consumers at least 2 years.
- Previous work experience in FMCG/F&B industry, cross functional exposure will be favourable.
- Strong collaboration, planning and organizing skills.
- Exceptional customer service skills and achievement and results oriented, possess local channel knowledge, innovative, strong analytical skills, ability to communicate clearly, strong presentation skills, high work capacity, team orientation and open minded.
- Fluent communication in English language is essential.

HOW TO APPLY

Submit your updated CV and cover letter (PDF in English) to recruitment@beerlao.la before the application deadline on **30th June 2025**. For more detail, please contact our recruitment team: 020 56556272 (Call only) Mon-Fri 8:00 – 17:00. We look forward to receiving your application.

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.

