

ABOUT BFL BRED Group

Born as a partnership between BRED a French bank and BCEL, Banque Franco-Lao (BRED Group) identity combines a French flavor and a local presence. BRED Group was created as a cooperative bank by entrepreneurs in 1919, and kept this entrepreneurship spirit since its creation along with a strong community involvement and promotion of new initiatives.

Innovation in the banking sector has become a key, not only in terms of digital solutions, but also through the advice that we propose to our customers. What we want to put at the heart of our action is a better understanding of our customer's projects, in order to build proximity and strong partnership with our customers, through dedicated Personal Bankers, reactivity to their questions and tailor-made solutions.

Marketing & Communication Manager

KEY RESPONSIBILITIES

The Commercial Marketing Manager role will be responsible for advocating the brand on both digital and traditional channels, creating engaging content, supervising creative projects, and improving the overall relationship our customers have with BFL. This position will also manage the overall internal & external communications.

Digital & Communication:

- Keep pace with social media and internet marketing industry trends.
- Monitors competitor's social media presence and leverages best practices to make our presence competitive
- Collaborates with various Dept. and Marketing team to develop cross channel social media campaigns
- Execute and implement digital campaigns and action plans
- Follow a cross-platform editorial calendar for Social Medias
- Writes daily posts for and engages with followers on all BFL social media platforms (Facebook, LinkedIn and Instagram)
- Keeps staff informed on social media best practices, competitor growth/activities and new opportunities. Involves staff in our social media presence.
- Align search engine strategies with keyword priorities and integrate into our social media content plans
- Communicate frequently to BFL teams on content development, timelines, target and results.
- Create and implement high performing creative email marketing campaigns

Design & Creative Projects

- Develop promotion materials for distribution channels
- Create dynamic written, graphic and video content for digital and offline platforms
- Ensure all messages and tasks are aligned with the Marketing Strategy
- Update the website with latest news, events and blogs

Reporting & Other Tasks

- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Monitor and report website analytics
- Plan, organize & manage events on behalf of the bank

KEY REQUIREMENTS

- Bachelor Degree in Marketing or Communication.
- Proficiency in English & Lao (verbal + written communication)
- Proven track record in self-motivation, drive and delivering success
- Good communication, project management and presentation skills
- Ability to think creatively and identify and resolve problems
- Proactive attitude
- Social Media Management experience (professional)
- Messaging & commenting - Interaction experience
- Good knowledge of Facebook Advertising processes
- Experience with other advertising platforms (YouTube, Instagram, LinkedIn)
- Proven understanding of Marketing Performance
- Commitment to putting the customer at the heart of all development activities.
- Strong understanding of communication developments and emerging consumer, business decision maker and industry trends
- Excellent organizational, scheduling and planning skills
- Research skills, ability to find information
- Adaptability and flexibly to handle many changes in a workday
- A good perspective and understanding on creative concept development
- Ability to use Adobe Suite (Photoshop, Illustrator, InDesign, AfterEffects) and drive the Creative
- Proficient with Google Professional Suite: Analytics, Adwords, etc.
- Knowledge in webdesign (WordPress)

STAFF BENEFITS

- Training and development opportunities
- Monthly food allowance
- Attractive salary
- Staff loan benefit at low interest rate
- Employee health insurance on top of social security benefit
- Annual salary review and bonus
- Quarterly budget for Team Building/social gathering

Apply now via email: recruitment@bfl.la

Closing date for applications is 8th of September 2023