



LAO [PEOPLE'S DEMOCRATIC REPUBLIC
PEACE INDEPENDENCE DEMOCRACY UNITY PROSPERITY

Ministry of Public Works and Transport



At Lao Airlines, we take great pride in serving as the national flag carrier of Laos and providing our passengers with safe, reliable, and comfortable services. We maintain a high level of professionalism and excellence in all that we do. To further the growth of our airline, we are seeking a highly experienced individual with strong **Sales & Marketing Executive and ticketing and reservation 2 positions**, you will work at **THAILAND (Lao Airlines Office, Silom Plaza, Bangkok)**.

Responsibilities and Expectations

- Develop and execute a Sales & Marketing plan to grow Lao Airlines market share outbound Thailand
- Maintain good relationships with key travel agencies, wholesalers and online travel agents in Thailand
- Inform partners about changes and new information regarding Lao Airlines products and services
- Actively monitor Thailand outbound sales performance of all Lao Airlines booking channels
- Work with head office to implement marketing campaigns for outbound Thailand market, including digital campaigns
- Define and target market segments that are interested in purchasing Lao Airlines tickets
- Define and implement B2C and B2B promotions for outbound Thailand market
- Monitor and report on competitor activities
- Conduct market research to ensure Lao Airlines is competitive
- Increase brand awareness of Lao Airlines in Thailand
- Identify and negotiate with new distribution partners in Thailand
- Work with local media to ensure the distribution of relevant information about Lao Airlines
- Provide content for social media, email campaigns etc.

Requirements

- Bachelor's degree in Marketing or related discipline
- Experience within the airline, travel distribution or hospitality industries
- Good understanding of the travel distribution landscape (GDS, BSP, API etc.)
- Ability to work independently with little supervision
- Good analytical skills and ability to define actions based on data
- Previous experience in managing distribution partners

LAO AIRLINES

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- Solid understanding of marketing campaigns, advertising campaigns and social media
- Ability to manage multiple projects at the same time
- Team-player, creative, passion for travel
- Fluent in Thai, good English skills

Terms

- Full-time 2 years contract (extendable)
- Annual leave: 30 days per year
- Tickets provided for positioning and for all network of Lao Airlines.
- Individual accommodation
- Ground transport
- Policy airfares

Application Process

To apply for this position, please submit your resume and cover letter to email address Anousone.v@laoairlines.com, bkkairport@laoairlines.com & carbon copy(CC) to email khamviengkhone@laoairlines.com **before 7 June 2024**. Your cover letter should include a brief introduction, a summary of your relevant experience, a statement about why you are interested in working for Lao Airlines and a short pitch about your strategy to improve Lao Airlines commercially.

After reviewing all applications, we will contact the most qualified candidates to schedule an initial interview. If you are selected for a second interview, you will have the opportunity to meet with the hiring team in person and discuss your qualifications and experience in more detail.

We are committed to a fair and unbiased hiring process and welcome applicants from all backgrounds and walks of life. If you have any questions about the application process or the position itself, please do not hesitate to reach out to us at the abovementioned email.

Thank you again for your interest in Lao Airlines and we look forward to reviewing your application.

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