



Banque Franco-Lao Ltd., is a joint venture between BRED Banque Populaire SA, the second largest bank in France and BCEL, the largest bank in Lao PDR.

Established in 2008, the partnership brings considerable expertise to the banking industry in this country. We offer to our customers a high level of banking services and products, in line with our international identity and values.

Our Bank provides a full range of services for Corporates, SME's and Individuals. Our offers are customized according customer needs. We are present in the majority of the areas thanks to our 14 service units and 50 ATM.

**Opened position:      [Communication and Content Manager](#)**

**Work location: Vientiane Capital, Laos.**

The **Communication & Content Manager** role is to be responsible for advocating the brand on both digital and traditional channels, creating engaging content, supervising creative projects, answering to daily comments and improving the overall relationship our customers have with BFL.

The Communication & Content Manager will be working at the direction of the Marketing, Communication & Customer Experience Dept. to ensure liaison and communication between the teams, the bank and its customer.

**Key Responsibilities:**

- 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.
- Create and implement high performing creative email marketing campaigns.
- Design & Creative Projects.
- 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.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Plan, organize & manage events on behalf of the bank.

**Skill recruitments:**

- Social Media Management experience (professional).
- 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.

**Qualifications:**

- Proficiency in English & Lao (verbal + written communication).
- Proven track record in self-motivation, drive and delivering success.
- Good communication, project management and presentation skills.
- Proactive attitude, ability to think creatively, and identify and resolve problems.
- Ability to use Adobe Suite (Photoshop, Illustrator, InDesign, AfterEffects) and drive the Creative
- Proficient with Google Professional Suite: Analytics, Adwords, etc.
- Knowledge in webdesign (Joomla).

Interested applicants, please send us your latest resume, along with a cover letter (mandatory), copies of all qualification certificate (originals to be produced at interview) and a recent photo to mail [hr@bfl.la](mailto:hr@bfl.la)

Or send to **Head Office of Banque Franco – Lao LTD.**

Lane Xang Avenue, Hatsady Village, Chanthabouly District, Vientiane Capital, Lao PDR.

More information contact: Human Resource Department

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