



JOB DESCRIPTION

- MARKETING MANAGER -

ACSV Legal is seeking Vietnam an experienced **marketing manager** to join our fast growing independent law firm located in the heart of Ho Chi Minh City, Vietnam. Aside from a competitive remuneration package, this role offers the exciting opportunity for a creative, dynamic and motivated marketing professional to make a direct impact to the growth and success of our organisation. You will be working alongside an excellent team of lawyers and managers, with extensive experience in providing holistic business solutions to clients. We value and respect our people, and champion a healthy work environment that allows for work-life balance.

Job Title:	Marketing Manager
Reporting to:	Managing Partner
Working hours:	Full-time position Monday to Friday (inclusive)
Salary:	Salary and compensation based on experience
Job Type:	Choice of either Full-time on-site in HCMC OR primarily remote, with on-site work in HCMC office as may be required.

Key Responsibilities:

- Lead the development, implementation and execution of a marketing and business development strategy for the firm based on a keen understanding of our firm's competitive advantages, expertise, clients, as well as broader industry and practice trends, and market opportunities.
- In collaboration with internal and external stakeholders, prepare, develop and implement plans, policies, materials, programmes and events, to support our marketing and business development strategy and objectives, within an allocated budget.
- Grow the ACSV Legal brand, including planning and leading initiatives to establish and promote ACSV Legal as a top independent law firm in Vietnam and the region.
- Identify opportunities to increase ACSV Legal's exposure and reach to our target clientele, through various means (e.g. digital marketing, publications, events, seminars, conferences, affiliation with business and professional associations) and measuring the return on our marketing and business development investments.
- Develop and manage strategies and initiatives aimed at growing and strengthening client relationships, including managing client surveys and feedback analysis.
- Own, manage and maintain client relationship management tools, systems and databases.
- Provide insightful analysis to support business decision making.
- Provide business development coaching and training, and any other form of educational support as may be needed by our professional fee earners.

The successful candidate should have:

- Degree in marketing, business, communications or related field. Advance degrees / MBA preferred.
- At least 5 years of marketing or business development experience.
- Prior work experience in a law firm or other professional service environment preferred.

In addition, the successful candidate should have the following attributes and competencies:

- Highly effective communicator (both orally and in writing) in English. Proficiency in Vietnamese is preferred.



- Strong ability to build and manage collaborative relationships with internal and external stakeholders from diverse cultures.
- Strong organizational and planning skills.
- Able to take on a high degree of responsibility and self-manage a challenging workload.
- Commitment to produce high quality work that is consistent, accurate, thorough and demonstrates attention to detail.
- Self-motivated, with a positive can-do attitude.

ACSV Legal is committed to equality and diversity and welcomes applications from all sections of the community.

You can contact us to discuss this role in more detail or apply immediately via info@acsvlegal.com.

Who are we?

ACSV Legal is a corporate and commercial law firm practicing in Vietnam with a team of 24 lawyers who are qualified in Vietnam, the UK, the US and Malaysia in civil and common law jurisdictions.

ACSV Legal has one of the premier Corporate / M&A practices in Vietnam and its approach is to understand the legal, commercial and political dynamics of every matter. ACSV Legal has advised on various high profile complex cross-border M&A transactions which have been made possible by strategic and pre-emptive pre-deal restructuring. We advise on all types of commercial agreements, reviews contracts from both Vietnamese and foreign law perspectives. ACSV Legal has experience in advising clients on strategic investments, divestments, debt and security transactions, design and review of loan contracts, as well as capital contributions. We have extensive experience in private equity transactions with a focus on a strong commercial approach. This gives us a comprehensive understanding of the hurdles our clients may face.

Our Clients are comprised of both SEA businesses comprising rapid growth in Vietnam and foreign firms seeking to acquire or otherwise form businesses in Vietnam. They come from many sectors and industries including manufacturing, F&B, hospitality and leisure, education, pharma, health, beauty & fitness, IT, apparel and fashion, retail, and PR.

Our experienced team provides creative commercial and legal advice of the highest international standards provided within a Vietnamese context against a global perspective backdrop. Our core values include: commitment to our clients, integrity, diligence and the best service.