

VACANCY NOTICE

MSIG Insurance (Vietnam) Company Limited ("MSIG Vietnam") is a part of the Mitsui Sumitomo Insurance Co., Ltd. network in Japan and a member of MS&AD Insurance Group.

MS & AD Insurance Group was established in April 2010 following the alliance of Mitsui Sumitomo Insurance Group, Aioi Insurance Company and Nissay Dowa General Insurance Company, MS&AD Insurance Group is one of the largest general insurers in the world, with presence in over 41 markets globally, 16 of which are in Asia. Based in Japan, MS&AD Insurance Group is active in five business domains, namely domestic Japanese general insurance, life insurance, non-life insurance, financial services and risk-related services.

MSIG Vietnam with 100% foreign wholly owned company is the first Japanese General Insurer in Vietnam with Head Quarter in Hanoi, Branch in Ho Chi Minh City, and Representative Offices in Hai Phong City, Da Nang City, Hung Yen Province and Vinh Phuc Province.

We help consumers and businesses cope with risks to protect what they care about. We support individuals, communities and society to get back on their feet and minimize disruption to their daily lives during unforeseen circumstances. We offer a wide range of non-life insurance products to both enterprises and individuals, including property, marine cargo, liability, engineering, and other classes of casualty business in the commercial insurance line, and home and contents, motor, personal accident and travel in the personal insurance offerings. From individual customers to commercial businesses, the range of insurance products, solutions and services are flexible in responding to challenges from evolving market conditions.

MSIG Vietnam is seeking to recruit a well-qualified Vietnamese citizen with competitive compensation and benefits for opening position:

Manager (Digital Marketing Planning) / Business Design Division

Contract Status: Permanent

Report to: General Manager

Location: Hanoi or Ho Chi Minh City

Brief description of the duties and responsibilities:

NEED TO DO	NEED TO KNOW
KEY TASKS: 1. Growth & Acquisition: - Own and optimize the digital marketing funnel across paid, owned, and earned channels (search, social, programmatic, affiliates, and Key Opinion Leader (KOL) partnerships) 2. Campaign Management: - Manage the entire campaign lifecycle, from ideation and proposal writing to brief creation, timely execution and project management of deliverables and reports 3. Performance Optimization: - Track, analyze, and report performance across channels, providing insights and actionable recommendations. - Partner with regional team to leverage dashboards and optimize performance 4. Organic Growth & Lifecycle Marketing: - Lead Search Engine Optimization (SEO) and owned channel strategies to nurture leads and improve retention.	QUALIFICATIONS: - University graduation, majoring in marketing, public relations is preferable. - English fluency. EXPERIENCE: - At least 4 years' experience in performance marketing, ideally from an agency or in-house consumer marketing role with travel or e-commerce exposure - Proven track record of delivering measurable results in customer acquisition, engagement, and revenue growth. Excellent understanding of digital marketing metrics and the ability to make data-driven decisions to improve performance - Experience in digital lead generation by considering effective online marketing communications and

- Design and execute lifecycle marketing programs including onboarding, upsell/cross-sell, and reactivation journeys 5. Planning & organization: - Drive the achievement of Business Plan as assigned. - Set up & implementation of guidelines for the operation of the function. - Coach, train & support new staff (if any). 6. Report: - Evaluate performances with statistic reports. - Timely complete other reports as required by line manager. - Other project management works as assigned by line manager.	content optimization to drive web traffic and conversions SKILLS/KNOWLEDGE: • Strong understanding of digital acquisition channels (e.g., Google Ads, Meta Ads Manager, TikTok Ads Manager, affiliates, SEO), web analytics tools (e.g., Google Analytics 4), and data platforms (e.g., Customer Data Platform (CDP), Customer Relationship Management (CRM), etc.) • Good problem-solving skills with a proven ability to develop effective solutions for complex issues and implement action plans that deliver measurable results
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Our company package includes but not limits to:

- Attractive and competitive remuneration package: attractive monthly salary Guaranteed Bonus, Short-Term Incentive Bonus, various types of allowances and subsidies (telecommunication allowance, pocket subsidy, special language subsidy, risk surveyor subsidy, hotline duty subsidy, clothes support subsidy, lunch support subsidy, transportation subsidy...) and long service award.
- Premium healthcare insurance package including health and accident insurance in addition to basic insurances regulated by the Labor Code to employees and their entitled families' members (depends on level of employees).
- Training opportunities sponsored by the Company (on-job-training, soft skills, professional knowledge and certificate (ANZIIF, CII, ACCA, Actuary...), technical exchange seminar...).
- Minimum of 15 annual leave days; Annual health check-up at high standard level.
- International and professional work environment with high ethic and compliant culture.
- Annual company summer vacation and parties with teambuilding activities and talented performances.
- Company's Top Management always communicates to all employees about Company's strategy, development plan and new opportunities for employees to reach higher performance.
- Employees are engaged and taken care by the company via various Trade Union activities.

Details of job description and selection requirements of this position are posted at www.msig.com.vn

Starting date: As soon as possible

Written application in English, stating why you are suitable for the post, together with full curriculum vitae should be sent by **1st December 2025** to Email: recruit@vn.msig-asia.com

Attn.: Human Resource Department, **MSIG Vietnam, 10th Floor, Corner Stone Building, No. 16, Phan Chu Trinh Street, Phan Chu Trinh Ward, Hoan Kiem District, Hanoi, Vietnam**

* Note: Only short-listed candidates will be contacted. Applications will not be returned.

Applications will be on first come first serve basis.

MSIG is an equal opportunity employer.