



# 03 MARKETING SPECIALIST

## GROWTH & BRAND

*Growth engine. Brand storyteller. Data-driven contrarian.*

*— the canvas is yours ↘*

### WHO WE ARE

A leading supplier of vegan leather and upholstery fabric, based in Vietnam for 10+ years. Serving 1,000+ factories across furniture, automotive, footwear, bags, and projects — both domestic and international.

### WE'RE LOOKING FOR

We're looking for a contributor with an open mindset — someone who cares about premium quality and partnership, adopts modern tools (including AI) to work smarter, and wants to do work that genuinely matters. You'll join a flat, kind, ambitious team building a global premium materials supplier from Vietnam — with hands-on exposure to the textile and vegan leather industry, our international "0 → 1" business, and the chance to grow alongside the company.

### ABOUT US

Zero bureaucracy, pure impact. We are a dynamic, flat-structured team where titles matter less than impact. We aren't just "doing a job" — we are building a business to create genuine value for our customers and society, and our international business is in its exciting "0 → 1" phase. Be Kind · Do Good.

## → WHAT YOU'LL DO

### ■ BRAND STORYTELLING

Craft compelling content — copy, visuals, simple videos — that communicates our core values to the market. Reject empty corporate jargon.

### ■ DIGITAL PRESENCE

Manage and grow our social media channels and website to build brand awareness locally and internationally.

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## ■ CAMPAIGN EXECUTION

Plan and execute marketing campaigns, track performance, and iterate based on what the data tells you.

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## ■ SALES ENABLEMENT

Work closely with the business and sales team to generate leads, create marketing collateral (brochures, decks), and support trade shows.

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## → WHO YOU ARE

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### ■ EXTREME OWNERSHIP

You don't just wait for tasks — you hunt for opportunities to put our brand in the spotlight. This is a long journey with challenges — PERSISTENCE is the key.

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### ■ THE CREATIVE ANALYST

A great eye for design and engaging copy, balanced with care for the metrics (conversion, reach, ROI).

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### ■ ADAPTABLE & FAST

You thrive in a startup environment and aren't afraid to experiment with new marketing trends.

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### ■ EXPERIENCE

Bachelor's degree. 1–3 years in marketing, social media, or branding. Portfolios of past work / campaigns are highly encouraged. English proficiency is a strong plus.

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## → WHAT WE OFFER

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- AI-enabled work environment with structured training on the textile and vegan leather industry.
  - Zero-bureaucracy team — flat structure, real ownership over your work.
  - Statutory insurance, annual leave, regular team events, and a stocked pantry.
  - A career that scales with the team and business — clear pathway as our international department grows.
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**WORKING HOURS** Monday–Friday 8:00 AM – 5:00 PM, plus Saturday mornings — with one Saturday-afternoon meeting per month.

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APPLY ONLINE ↗

[vietkai.com/careers](https://vietkai.com/careers)

OR CONTACT DIRECTLY

**MR. GARY (CEO)**

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WORKPLACE

Midtown, Phú Mỹ Hưng — Quận 7, HCMC · (relocating to Q.10/Q.11 within 1 month)

[vietkai.com](https://vietkai.com)

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BE KIND · DO GOOD · SERVE YOUR GREAT DESIGN

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