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.

CAMPAIGN EXECUTION

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

SALES ENABLEMENT

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

→ WHO YOU ARE

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.

THE CREATIVE ANALYST

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

ADAPTABLE & FAST

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

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.

→ WHAT WE OFFER

- 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.

WORKING HOURS Monday–Friday 8:00 AM – 5:00 PM, plus Saturday mornings — with one Saturday-afternoon meeting per month.

APPLY ONLINE ↗

vietkai.com/careers

OR CONTACT DIRECTLY

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WORKPLACE

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