



## JOB DESCRIPTION

### POSITION: SENIOR MARKETING COMMUNICATION SPECIALIST

#### I. COMPANY INFORMATION

ADC PLASTIC was established in 2004, That's Vietnam leading manufacturer and exporter with nearly 20 years of experience in the field of Raw Material for Plastic Industry (Calcium Carbonate Filler Masterbatch and White Masterbatch) provides for Packaging Industry, PE, PP Shopping Bag Manufacturer, PP Non Woven Factories, Household Injection Moulding, Plastic Bottles Manufacturers,...

With the Vision that “**Becoming the world’s top1 plastic filler masterbatch manufacturer**” and the Mision “**Contributing to Society**”, ADC PLASTIC affirms its position and becomes a reliable partner of customers worldwide.

**1. BUSINESS FIELD:** Manufacturing – Import & Export Plastic raw materials

**2. COMPANY NAME:** ADC PLASTIC (A Dong Plastic Joint Stock Company)

**3. HEAD OFFICE ADDRESS:** No. 14-15, A18-BTSL2, Le Trong Tan str., An Khanh, Hoai Duc, Hanoi, Viet Nam

**4. FACTORY ADDRESS:** Rd. D1, Yen My II Industrial Park, Yen My, Hung Yen, Viet Nam

**5. WEBSITE:** <https://adcplastic.com>

#### II. JOB REQUIREMENTS

We are looking for immediate hiring a **NEW COLLEAGUE** - Who have knowledge, skills and experience in the field of **MARKETING COMMUNICATION** to join our organization for **DEVELOPING CAREER TOGETHER**. This position will be responsible for building, implementing and optimizing the performance of brand communication management activities, advertising and marketing products to our Customers, ....

**1. JOB TITLE:** Senior Marketing Communication Specialist

**2. ON-SITE:** FULL TIME

**3. WORKING LOCATION:**

No. 14-15, A18-BTSL2, Le Trong Tan str., An Khanh, Hoai Duc, Hanoi, Viet Nam

Factories and Other locations according to job requirements

**4. JOB PURPOSE**

4.1. Increasing Customer Inquiries

4.2. Growing Brands, Trade Mark to Customers

**5. MAIN RESPONSIBILITIES**

**5.1. BUILDING THE BRAND IMAGE MANAGEMENT PLAN**

- Responsible for supervising and managing the entire brand image of the Company and the Product brand on the communication channel system to ensure consistency and alignment with the Board of Director’s orientation



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#### 5.2. BUILDING THE BRAND COMMUNICATION PLAN, PRODUCT MARKETING – ADVERTISING PLAN

- Build a plan and be responsible for implementing the brand communication activities of the Company, ADC' trademark to our Partners (Investors, Suppliers, Workers, Customers, ...)
- Build a plan and organize the implementation of outreach activities (Advertising, Marketing) to the target market, target customers.
- Build a communication content plan, multi-channel marketing - advertising based on the communication message...

#### 5.3. CONTROL THE IMPLEMENTATION OF THE PLAN AND OPTIMIZE PERFORMANCE

- Control, Implement and Optimize the communication, advertising, marketing campaigns of the Company's brand image, product on the multimedia communication, advertising channels ...
- Control the quality of items, images, content, ensure consistency and timely, accurate communication content about the Company, product.
- Coordinate with the Administration - Human Resources department, the Internal Communication / Culture Development department to carry out internal communication work through channels, platforms, publications, programs, activities to enhance interaction, communication, sharing, bonding of labor in the enterprise.
- Other tasks as directed by the Head of Department;

#### 5.4. MANAGING RELATIONSHIPS WITH SUPPLIERS, VENDORS

- Maintain and develop relationships with communication - marketing service providers to ensure the plan is implemented on schedule, achieving the expected results.

### III. STANDARD REQUIREMENTS FOR CANDIDATES

**1. EDUCATION LEVEL:** Bachelor or higher

**2. TRAINING MAJOR:** Business Administration, Marketing, International Business, Economics, or related fields, ...

#### 3. QUALIFICATIONS

- 8 year's experience in the field of sales, B2B marketing - communication
- 3 year's marketing experience in equivalent positions in B2B manufacturing Industry is an advantage.

#### 4. ACCUMULATION TO BE ACHIEVED

- Have knowledge of B2B Marketing, understand the typical marketing channels according to the international market.
- Understand the marketing tools, Communication; Advertising tools; Tools, Indicators to measure the performance of communication - marketing campaigns
- Have certificates related to marketing - communication business
- Understand the knowledge of import and export, international sales, international market access channels B2B Industrial sector

#### 5. LANGUAGE OF APPLICATION DOCUMENTS

Bilingual English/Vietnamese

#### 6. FOREIGN LANGUAGE SKILLS:

- Fluent in English communication 4 skills (Listening, speaking, reading, writing): TOEIC > 650/ IELTS > 5.0



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- Or Fluent in Chinese communication: HSK 3 or higher (For the position of Business Specialist for the Chinese market)

#### IV. BENEFITS OF CANDIDATES WHEN JOINING ADC

##### 1. INCOME:

ADC PLASTIC's COMMITMENT "With the contribution of each COLLEAGUE to the development of the organization, the income will always be commensurate with the performance and capacity"

##### 2. CAREER DEVELOPMENT OPPORTUNITIES AND INCREASING VALUE CONTRIBUTION TO SOCIETY

ADC PLASTIC is proud to be an environment that always has opportunities for our COLLEAGUES to expand their scope of work, learning and career development opportunities with the best working conditions.

Ensure Development Opportunities are fair, transparent for all ADC PLASTIC Colleagues. We aim for the common goal "Same Career - Same Capacity - Same Orientation - Same Development

Ensure the welfare policies, treatment and honor the human value and social position