Ho Chi Minh City

SENIOR MANAGER DISTRIBUTION MARKETING

Job Description

I. ABOUT US

At Sun Life Vietnam, you will be part of a caring, inclusive, and high-performing culture where people are encouraged to be themselves, speak up, keep learning, and take ownership of meaningful work.

We invest in **employee growth, recognize contributions, and support holistic well-being** through competitive benefits and sustainable workplace experience.

II. ACCOUNTABILITY

1. Distribution Events and Sales Engagement

- Lead the development and execution of annual engagement plans for Agency, Bancassurance, and Corporate Solutions channels.
- Partner closely with Distribution Leadership to identify engagement priorities and develop event strategies that support business growth, sales activation, recruitment and recognition objectives.
- Oversee the planning and execution of channel events, including kick-offs, conventions, conferences, sales contests, recognition programs, roadshows, recruitment events, leadership meetings, partner engagement events and product launch activities.
- Ensure all events are professionally delivered, aligned with brand standards and designed to maximize participant engagement and business impact.
- Establish measurement frameworks to evaluate event effectiveness, participant satisfaction, and contribution to business objectives.

2. Client Acquisition, Client Retention & Corporate Events

- Lead the design and execution of client engagement programs that support the acquisition of new clients and strengthen relationships with existing clients.

- Work closely with Distribution, Product Marketing and Client Experience teams to organize seminars, workshops, roadshows, financial literacy programs, health and wellness events, investment education sessions and client appreciation activities.
- Develop marketing initiatives that enable advisors and distribution partners to engage prospects and clients through meaningful and value-added experiences.
- Monitor program performance and identify opportunities to enhance engagement, participation, and business outcomes.
- Lead the planning and execution of company-wide events that support employee engagement, culture building, and corporate objectives.
- Partner with senior leaders and internal stakeholders to ensure events effectively communicate business priorities, strengthen employee engagement and reflect company values.

3. Distribution Communications

- Develop and execute communication strategies that strengthen engagement and alignment across Agency, Bancassurance and Corporate Solutions channels.
- Oversee the creation and distribution of channel communications, including newsletters, campaign communications, event communications, recognition announcements, leadership messages, product launch communications, and business updates.
- Ensure communications are timely, engaging, relevant and aligned with corporate brand standards.
- Work closely with Distribution Leadership and internal stakeholders to support business priorities through targeted and effective communication programs.
- Drive continuous improvement in communication effectiveness through stakeholder feedback and engagement measurement.

4. Team Leadership and Budget Management

- Lead, coach and develop a high-performing Distribution Engagement and Events Marketing team.
- Establish clear objectives, performance expectations, and development plans for team members.
- Manage annual budgets and ensure marketing investments are effectively allocated to deliver measurable value to the business.
- Oversee external agencies and vendors while ensuring strong governance, compliance, and cost management.
- Promote a culture of collaboration, accountability, innovation and execution excellence.

Ensure all activities, decisions and deliverables comply with fair treatment of Clients principles, proactively identifying and mitigating risks of unfair client outcomes in line with Company conduct expectations.

III. QUALIFICATIONS

1. Specialized Knowledge and Skills

- Demonstrate the Curiosity to effectively leverage AI tools to enhance productivity, decision-making, and quality of outcomes within the role

2. Problem Solving

- Demonstrate strong accountability in problem solving by proactively identifying, owning, and resolving all issues within scope, regardless of formal task assignment

3. Education and Experience

- Bachelor's degree in marketing, Communications, Business Administration, Event Management or a related discipline.
- Minimum 8+ years in events marketing, distribution engagement, sales support, corporate communications, client engagement or related fields.
- Minimum 5 years leading teams and managing complex stakeholders; experience planning large-scale corporate, sales and client engagement events.
- Experience in insurance, banking, financial services or other customer-centric industries is highly preferred.

If these opportunities sound like a good fit for you, we'd be happy to receive your application at **VN_careers@sunlife.com.**