JOB DESCRIPTION (JD)
Sun Life Asia Job Evaluation Process

Date:	Aug 2026	**Department:**	Product Solutions
Job title:	**Associate Manager / Manager, Product Solutions**	**BU/Division:**	Actuarial
GCF level:	**GCF 5.1 / 5.2**	**Career track:**	Individual Contributor

Job purpose
Please provide a summary of the purpose and objective of the job.

To support the development, implementation and management of life insurance products while driving customer-centric product propositions. The role ensures market competitiveness and operational readiness, regulatory compliance through close collaboration with cross-functional teams, including distribution channels, marketing, training and OP/IT to support the delivery of product plan and business priorities.

Major accountabilities
Identify 5-6 major accountabilities of the job (not the employee). Describe these accountabilities by what is to be accomplished, how and why. Use action verbs to begin each sentence. Avoid the use of acronyms.

Conduct market intelligence, competitive analysis, client research, and trend monitoring to identify unmet needs and proposition opportunities.
Develop and enhance differentiated, customer-centric product propositions and client value propositions aligned with target segments, partner needs, and business priorities.
Develop proposition materials and support training, communication, and rollout with Marketing, Training, and distribution teams to enable effective activation.
Address enquiries and concerns from sales teams and clients in a timely manner, coordinating with Client Services and Complaint Handling teams to ensure prompt and effective resolution.
Support end-to-end product development, including ideation, design, launch, and post-launch review, to ensure timely and compliant delivery
Coordinate with cross-functional stakeholders to support system implementation, user acceptance testing, operational readiness, Day-2 enhancements, and sustainable product delivery.
Support other tasks and business priorities as assigned by the line manager.
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.

Specialized knowledge and skills
List specific types of technical or professional skills and knowledge required for the job.

- Life insurance product development and product lifecycle management (Universal Life, Unit-Linked products, other attachment products: Critical Illness, medical reimbursement, etc.)
- Product proposition and client value proposition development, Market intelligence, competitive benchmarking, client needs analysis, and product positioning.
- Regulatory framework and Ministry of Finance submission requirements, New Law of Insurance Business updates
- System implementation, operational readiness & post launch enhancements.
- Cross-functional stakeholder management and effective collaboration with sales channels and partners
- Strong proficiency in English and Vietnamese (written and spoken)

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

Problem solving

Outline problem solving requirements in terms of how standardized, varied, complex and interdependent problems and issues are typically faced by this job. Provide examples if necessary.

This role addresses complex, interdependent, and non-standardized problems involving regulatory compliance, system constraints, market competitiveness, and operational readiness. The job requires balancing regulatory requirements, business objectives, and customer experience while coordinating multiple stakeholders under tight timelines. Problem solving typically involves evaluating trade-offs, proposing practical solutions, and driving alignment across functions to ensure successful product delivery.

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

Education and experience

Indicate the minimum education level and years of relevant experience required to perform the work. Include specific professional designations, licenses, registrations, if applicable.

- Bachelor's Degree in Business, Finance, or related discipline
- Minimum 5–7 years of experience in the life insurance industry, preferably in product management, product development, proposition development, or product solutions.
- Good knowledge of life insurance market trends, client needs, competitive dynamics, and regulatory requirements
- LOMA Fellow, Life Management Institute (FLMI) or actively progressing toward FLMI, or an equivalent professional qualification

Communication scope

Identify the level and nature of internal and external contacts with whom this job must interact regularly. Describe the reason and frequency of their communication.

- Close collaboration with Marketing, Training and Distribution teams to develop and activate product propositions aligned with target client needs and the product plan
- Regular interaction with Product/Pricing, Valuation, IT, Operations and Regional Office teams to align product design, implementation, and launch readiness.

Management scope

Total number of direct reports: 0

Total number of staff managed (direct and indirect): 0

Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.): Product delivery within approved budget and timelines

Sales metrics (type and amount): Product readiness to support sales campaigns and partner requirements

Other metrics (specify): Timely regulatory approval; Successful product launches; Quality and timely delivery of client value propositions; Completion of post-launch enhancements

Travel required (express as % of working time): minimal (<5%)