

JOB DESCRIPTION (JD)

Sun Life Asia Job Evaluation Process

Date:	<u>15-Jul-2026</u>	Department:	<u>Data & AI Platform</u>
Job title:	<u>Senior Data Modeler</u>	BU/Division:	<u>Information Technology and Digital Transformation</u>
GCF level:	<u>5.1</u>	Career track:	<u>Information and Digital Officer</u>

Job purpose

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

Responsible for establishing and maintaining enterprise conceptual, logical, and physical data models, while managing metadata, data catalog, data lineage, and Critical Data Elements (CDEs) for Sun Life Vietnam. The role ensures enterprise data assets are standardized, reusable, discoverable, and traceable throughout their lifecycle, supporting data quality, integration, analytics, artificial intelligence, regulatory compliance, and business decision-making. The position collaborates closely with business, technology, architecture, and regional stakeholders to ensure alignment with enterprise and regional data standards and practices.

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. Include the approximate percentage of time spent on each accountability. The percentages below should sum up to 100.

1. Enterprise Data Modeling: Develop and maintain enterprise data models by establishing conceptual, logical, and physical data models; applying Third Normal Form (3NF), Data Vault, dimensional (star schema), master data, and reference data modelling methodologies; and ensuring alignment with enterprise architecture, data governance frameworks, metadata standards, critical data elements, and regulatory requirements.	50%
2. Metadata, Data Lineage & CDE Governance: Manage data catalog, data lineage, Data Classification, and Critical Data Elements (CDEs), ensuring metadata is accurately maintained and governed in alignment with the Sun Life Data Governance Framework to support data discovery, traceability, quality, and business accountability.	20%
3. Regional Alignment: Ensure enterprise data models are aligned with regional data standards, target architectures, metadata requirements, and governance frameworks by collaborating with regional stakeholders, reviewing model designs, and implementing approved modeling practices within Sun Life Vietnam to support consistency, traceability, integration, and regulatory compliance	10%
4. Data Quality, Controls & Risk: Support data quality, control, and risk management activities by identifying data issues, assessing data risks and control gaps, defining data quality requirements, and implementing governance-by-design principles within enterprise data models to improve data integrity, traceability, and regulatory compliance	10%
5. Standardization & Reuse: Promote reuse and standardization of enterprise data assets by maintaining common business definitions, metadata standards, reference data domains, and reusable data modeling patterns to improve consistency, interoperability, traceability, and delivery efficiency across Sun Life Vietnam	5%
6. Compliance & Conduct: Ensure all activities, decisions, and deliverables comply with regional policies, regulatory requirements, and company conduct expectations by proactively identifying, assessing, and mitigating risks that may result in poor data quality, regulatory non-compliance, operational issues, or unfair client outcomes.	5%

Specialized knowledge and skills

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

1. Strong knowledge of enterprise data modeling, including conceptual, logical, and physical data models.
2. Experience with Third Normal Form (3NF), Data Vault, dimensional (Star Schema), Master Data, and Reference Data modeling methodologies.
3. Knowledge of metadata management, data catalog, data lineage, data classification, and Critical Data Elements.
4. Familiarity with enterprise data architecture, data quality, system integration, and regulatory requirements.
5. Experience using data modeling and metadata management tools.
6. Working knowledge of life insurance business processes, products, and data domains, with the ability to translate complex insurance concepts into standardized enterprise data models and definitions.
7. Strong analytical, problem-solving, communication, and stakeholder management skills, with the ability to

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- translate business requirements into scalable and reusable data structures
8. Demonstrate curiosity and effectively leverage AI tools to enhance productivity, decision-making, and quality of outcomes within the role.
 9. Knowledge of enterprise data architecture principles, system integration patterns, and data lifecycle management

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.

The role regularly encounters complex and non-standardized data challenges involving insurance products, customer, policy, claims, distribution, and finance data domains. Problem solving requires evaluating alternative data modeling approaches, resolving inconsistencies in business definitions and source systems, assessing impacts on downstream analytics and reporting, and ensuring data structures support business, regulatory, and operational requirements. The role must balance enterprise standards, regional requirements, and local business needs while making decisions that promote consistency, traceability, and long-term reuse of enterprise data assets.

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.

1. Bachelor's degree in information technology
2. Minimum 5–8 years of experience in data modeling, data management, or related data disciplines
3. Minimum 3 years of experience in the Insurance industry, with working knowledge of customer, policy, coverage, premium, claims, distribution, and finance data domains

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.

1. Business stakeholders: Operations, Distribution, Claims, Customer, Finance, Risk, and Actuarial
2. Technology teams: Project Major, Business analysis, Data Engineering, Application Delivery, Solution Architecture, and Quality Assurance,
3. Regional data model, data governance, and data solution team

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.):

Sales metrics (type and amount):

Other metrics (specify):

Travel required (express as % of working time):