

JOB DESCRIPTION (JD)

Sun Life Asia Job Evaluation Process

Date:	<u>July 1st 2026</u>	Department:	<u>Agency Recruitment and Growth</u>
Job title:	<u>Head of Agency Recruitment and Growth</u>	BU/Division:	<u>Sun Life Vietnam/Agency</u>
GCF level:	<u>GCF 6.2</u>	Career track:	<u>Management</u>

Job purpose

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

- Managing the end-to-end recruitment and onboarding processes for the Agency channel.
- Driving major recruitment initiatives to support Agency growth and expansion.
- Enhancing Agency leaders' capabilities in talent acquisition and recruitment.
- Sourcing, identifying and recruiting candidates through both Agency organic and inorganic recruitment channels.
- Designing compliant financial schemes and incentive structures for organic recruitment as needed.

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.

Lead Agency Recruitment Strategy and Delivery Develop and execute recruitment strategies to achieve annual and long-term Agency manpower targets by leading the Agency Recruitment and Growth team, optimizing sourcing channels, and ensuring timely and quality hiring outcomes that support business growth objectives.	25%
Drive Recruitment Programs, Campaigns, and Growth Initiatives Design, implement, and monitor monthly, quarterly, and annual recruitment initiatives, incentive programs, and engagement activities to strengthen candidate pipelines, increase recruitment productivity, and accelerate Agency force growth.	20%
Develop Agency Talent and Build Stakeholder Partnerships Strengthen the capability and career progression of Agency force members and Recruitment team employees by providing coaching, performance management, succession planning, and collaboration with key stakeholders to achieve Agency Recruitment and Growth objectives.	15%
Ensure Recruitment Excellence and Candidate Experience Oversee end-to-end recruitment processes by setting service standards, monitoring team performance, and enhancing candidate interactions to deliver a positive employer brand experience and attract high-quality talent.	15%
Monitor Recruitment Quality, Risk, and Performance Effectiveness Establish governance measures and performance metrics by tracking recruitment quality indicators, compliance requirements, productivity levels, and operational risks to ensure effective, consistent, and sustainable recruitment outcomes.	15%
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.	10%

Specialized knowledge and skills

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

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- Preferably experienced sales and or recruitment background from reputable Life Insurance
- Excellence in interview and influence skills.
- Excellent problem solving, strategic thinking and analytical skills.
- Drive for results in a competitive market.
- Strong leadership with demonstrable management expertise, including mentoring and coaching.
- Highly collaborative working style with the ability to build strong working relationships and influence.
- Strong organizational skills and the ability to multitask and manage priorities.
- Decisive and mature in judgement with a focus on execution excellence.
- Easily resolve complex issues by taking a proactive approach to analysis problems and generating solutions.
- An ability to be role model One SunLife Culture and embrace as part of their work.
- An energetic and enthusiastic self-starter that is results-oriented with a strong sense of responsibility.
- 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.

Problem-solving abilities are connected to a few other skills, including:

- Analytical skills
- Innovative and creative thinking
- Resilient mindset
- Adaptability and flexibility

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 or equivalent and at least 10 years of working experience or an equivalent combination of education and experience in the related agency industry.
- Have strong understanding of sales performance, Agency recruitment & business development.
- Priority having experience in Agency Recruitment
- Have strong management skills with at least 3-5 years of experience in management role.

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.

- Regular interaction with executive members to share thoughts, initiatives, and challenges to drive operational activities, project outcomes or to solve problems/ issues.
- Frequent interaction with team members for performance management and coaching, as well as internal stakeholders, to deliver all activities effectively.
- Good interpersonal and organizational skills
- Discipline, strong follow up, attentive to detail.
- Quick learner and have the ability to multi-task.
- Proactive and accountable.

Management scope

Total number of direct reports: 3-5

Total number of staff managed (direct and indirect): **3-5**

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Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.):

Sales metrics (type and amount):

Other metrics (specify):

Travel required (express as % of working time):