

JOB DESCRIPTION (JD)

Sun Life Asia Job Evaluation Process

Date: <u>Apr 14th, 2026</u>	Manager name: <u>Vo Thi My Linh</u>
Job title: <u>Senior Manager, Digital MKT</u>	Manager title and GCF level: <u>Head of Marketing & Communications</u>
Job level: <u>6.1</u>	Department: <u>Client & Marketing</u>
Career track: _____	BU/Division: _____

Job purpose

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

The Senior Manager, Digital Marketing is responsible for leading Sun Life Vietnam's digital marketing strategy and execution to drive brand growth, customer acquisition, and engagement across digital channels. This role owns performance marketing, digital platforms, and data-driven marketing initiatives, including optimizing brand visibility across both traditional search engines and emerging AI-driven discovery platforms (GEO), ensuring measurable business impact and seamless, personalized customer experiences in a highly regulated environment.

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. Digital Strategy & Performance Marketing - Define and execute end-to-end digital strategy aligned with business and brand priorities. - Lead performance marketing across paid media to drive qualified leads and conversion. - Optimize media investment through data-driven testing and attribution to maximize ROI 2. Customer Acquisition & Funnel Optimization - Own and optimize the full digital acquisition funnel (awareness → conversion → retention). - Improve lead quality and conversion through collaboration with CX, Product, Distribution (incl. bancassurance). - Drive marketing automation and lifecycle management (CRM/Marketo). 3. Data, Analytics & Martech - Track campaign performance and user behavior; generate actionable insights. - Build dashboards and reporting frameworks for decision-making. - Own and optimize marketing tech stack and data integration. 4. Digital Platforms, SEO, GEO - Manage and optimize owned platforms (website, landing pages, social, app touchpoints) for performance and UX. - Develop and execute SEO and GEO strategies to strengthen brand discoverability. - Optimize content authority and structure for generative search environments. - Monitor AI search trends and continuously refine strategy.	60%
5. Governance, Stakeholder & Team Management 5.1 Governance, Risk & Compliance - Ensure all digital activities comply with regulatory, legal, and internal governance standards. - Partner with Legal, Compliance, and Risk to manage data privacy, marketing claims, and reputational risks.	

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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.	40%
5.2 Stakeholder, Regional Alignment & AI Adoption - Align with Regional Marketing to ensure Vietnam's digital strategy follows regional priorities and frameworks. - Localize and implement regional digital, Martech, and AI initiatives for the Vietnam market. - Drive adoption and application of AI in digital marketing activities, ensuring teams are equipped with clear guidance and best practices. - Collaborate on regional campaigns, vendor partnerships, and capability-building initiatives. - Manage agencies and drive cross-functional alignment (Brand, Comms, CX, Product, Distribution). 5.3 Team Leadership & Capability Building - Lead, coach, and develop the team across digital marketing, communications, and related functions. - Set clear goals, ownership, and quality standards. - Build capabilities in storytelling, executive communications, issue management, and digital/AI competencies.	

Specialized knowledge

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

- Data-driven and performance-oriented mindset
- Strong commercial acumen and ROI focus
- Strong expertise in paid media, SEO/SEM, analytics, and marketing automation.
- Hands-on experience in managing performance campaigns with clear ROI outcomes.
- Familiarity with AI-driven search trends, content optimization, or emerging GEO practices is a strong advantage.
- Agile, innovative, and proactive
- Strong stakeholder management and cross-functional collaboration
- Deep understanding of digital customer journeys

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.

- Analyze and resolve campaign performance and data-related issues using structured, data-driven approaches.
- Identify root causes and recommend practical optimization actions across digital channels and platforms.
- Handle ambiguity and incomplete information effectively, making sound decisions in fast-changing digital environments.
- Manage multiple, interdependent challenges with strong prioritization and time management.
- Collaborate with stakeholders to develop effective, compliant solutions.

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 Marketing, Business, Digital Media, or related field.
- 8–10 years of experience in digital/performance marketing or growth marketing.
- Experience in financial services or regulated industries preferred.

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.

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- Internal: Senior leadership, Regional, HR, Marketing, Legal, Compliance and business teams
- External: MKT agencies, partners

Management scope

Total number of direct reports: 1

Total number of staff managed (direct and indirect): 2

Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.): Communication and event budget management

Sales metrics (type and amount): Employee engagement, communication effectiveness, media coverage and reputation indicators

Other metrics (specify):

Travel required (express as % of working time):

Prepared by:	Vo Thi My Linh	Date:	
Approved by:		Date:	
For HR Use Only			
Handled by:		Date:	
Job profile		Job category	
JAR #:			