

JOB DESCRIPTION (JD)

Sun Life Asia Job Evaluation Process

Date: _____	Manager name: _____
Job title: <u>Manager, Corporate Communications</u>	Manager title and GCF level: <u>Head of Marketing & Communications</u>
Job level: <u>5.2</u>	Department: <u>Client & Marketing</u>
Career track: _____	BU/Division: _____

Job purpose

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

Responsible for shaping, protecting and executing Sun Life Vietnam's corporate communications strategy and internal narrative through integrated internal communications, external communications and employee engagement activities.

Ensures consistent, clear and credible messaging across employees, advisors, media, partners and the public, while supporting business priorities, leadership messaging and change initiatives 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. External communications & Media relations

- Lead external communications strategy, including media relations, press releases, corporate announcements, and reputation management.
- Act as the primary communications lead for media engagement, supported by PR agencies where applicable.
- Develop and approve key messages, Q&As statements, and spokesperson briefing materials.
- Proactively manage reputational risk, issues, and crisis communications in collaboration with Legal, Compliance, Risk and Regional Communications.
- Ensure all external communications are accurate, complaint and aligned with Sun Life brand and global standards.

2. Leadership Communications & Thought Leadership

- Support CEO and senior leaders with speeches, talking points, presentations and key messages for internal and external forums.
- Identify opportunities to strengthen Sun Life Vietnam's thought leadership and corporate narrative in line with business strategy.
- Ensure consistency between leadership messaging, brand positioning and business actions.

3. Internal communications

- Own Sun Life Vietnam's internal communications strategy across employees and advisors, aligned with business priorities and leadership direction.
- Translate complex business, financial, and transformation topics into clear, engaging, and timely internal messages.
- Advise leaders on messaging, tone and sequencing to drive understanding, trust and engagement
- Oversee internal communication channels (e.g. email announcements, town halls, leadership messages, intranet/employee platforms).
- Partner closely with HR, Leadership Team, and Compliance to support change management, engagement, and culture initiatives.

4. Administration & support other activities within MKT

- Own administrative tasks related to external communications projects including payments, reports, etc.
- Support and lead other Marketing (MKT) activities or ad-hoc projects as assigned to ensure the team achieves its objectives.

Specialized knowledge

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

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- Strong knowledge of corporate communications, media relations and employee communications
- Understanding of communications practices in financial services or regulated industries
- Experience in issue and crisis communication management [Strong stakeholder management and advisory capability for senior leadership [Advanced communication, storytelling and messaging skills

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.

- Addresses complex and sensitive communication challenges, including managing reputational risks, crisis situations, and translating complex business topics into clear and impactful messaging.
- Requires judgment in advising senior stakeholders, managing competing priorities, and ensuring alignment across internal and external communications in a regulated environment.

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 communications, Journalism, Marketing, Business or related fields
- 7+ years of experience in communications, corporate affairs or public relations
- Proven experience in internal communications, media relations and corporate events
- Experience working with senior leadership and managing sensitive issues
- Experience in 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.

- Internal: Senior leadership, HR, Marketing, Legal, Compliance and business teams
- External: Media, PR agencies, partners and regional stakeholders

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.): 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:	

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Handled by:		Date:	
Job profile		Job category	
JAR #:			