

Job Title

## Associate Director of Brand & Product Marketing

### Department

Marketing & Communications

### Reports to

Head of MKT & Communications

### Location

Ho Chi Minh City, Vietnam

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### Role Purpose

The **Associate Director of Brand, Product & Partnership Marketing** is accountable for setting and leading Sun Life Vietnam's **brand strategy, product marketing agenda** to drive long-term brand equity, commercial growth, and trusted market leadership.

This role shapes how Sun Life is positioned in Vietnam — **what the brand stands for, how products are brought to market, and how strategic partners amplify trust and scale**. The role requires a senior leader who can operate at **strategic, commercial, and executional levels**, balancing long-term brand building with near-term business priorities in a highly regulated financial services environment.

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### Key Accountabilities

#### 1. Brand Strategy & Market Leadership

- Define and own Sun Life Vietnam's brand strategy, aligned with Sun Life Group and regional brand frameworks.
- Ensure the brand consistently signals **trust, care, and long-term financial protection**, strengthening Sun Life's reputation with customers, distributors, regulators, and partners.
- Lead integrated brand planning across functions.
- Act as brand steward, ensuring disciplined, compliant, and consistent brand expression across all touchpoints.

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## 2. Product Marketing & Portfolio Leadership

- Own the product marketing strategy across life insurance, protection, retirement, and priority solutions.
- Translate complex products into **clear customer value propositions (CVPs)** and compelling narratives across segments and channels.
- Lead go-to-market strategy for new product launches, repricing, and portfolio shifts, in close partnership with Product, Sales, Distribution, and Finance.
- Ensure product marketing fully complies with regulatory, legal, and internal governance standards.

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## 3. Partnership & Bancassurance Marketing

- Lead marketing strategy for strategic partnerships, with a strong focus on **bancassurance and ecosystem partners**.
- Build joint brand credibility through co-branding, in-branch experience, customer education, and partner-led campaigns.
- Shape long-term partnership marketing roadmaps that go beyond tactical campaigns to build **shared trust and sustainable value**.
- Serve as senior marketing counterpart to partner leadership teams.

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## 4. Strategic Planning, Budget & Performance Management

- Set annual and multi-year brand, product, and partnership marketing strategies and priorities.
  - Own budget planning, investment allocation, and ROI discipline across brand and partnership initiatives.
  - Establish clear success metrics for brand health, campaign effectiveness, and commercial impact.
  - Use insights and data to continuously refine strategy and resource allocation.
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## 5. Leadership, Team & Capability Building

- Lead and develop a high-performing team covering brand, product marketing, and partnership marketing.
  - Set clear ownership, standards, and accountability across teams and agency partners.
  - Build marketing capabilities in storytelling, campaign planning, stakeholder management, and compliance-ready execution.
  - Foster strong collaboration across Marketing, Communications, Digital, CX, Sales, Product, Legal, and Compliance.
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## 6. Senior Stakeholder & Regional Engagement

- Act as a trusted marketing advisor to Vietnam leadership and regional stakeholders.
  - Represent Vietnam in regional forums on brand, product marketing, and partnership initiatives.
  - Influence decision-making with clear strategic thinking, data, and market insight.
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## Experience & Qualifications

- Bachelor's degree in Marketing, Business, Communications, or related fields; MBA preferred.
- **10+ years of marketing experience**, with senior leadership exposure in **financial services, insurance, banking, or similarly regulated industries**.
- Proven leadership in **brand strategy, product marketing, and partnership/co-branding initiatives**.
- Strong experience managing senior stakeholders, cross-functional teams, and agency ecosystems.
- Track record of balancing long-term brand investment with short-term commercial outcomes.