

Job Title

Senior manager, Communications

Level

Senior Manager

Department

Marketing & Communications

Reports to

Head of Marketing & Communications

Location

Ho Chi Minh City, Vietnam

Role Purpose

The **Head of Communications** is responsible for shaping, protecting, and activating Sun Life Vietnam's reputation and internal narrative through **integrated internal communications, external communications, and employee events**.

This role ensures Sun Life speaks with **one clear, credible voice** — to employees, agents, media, partners, and the broader public — while supporting business priorities, leadership messaging, and change initiatives in a highly regulated environment.

The role requires a **hands-on senior communications leader** with strong judgement, stakeholder confidence, and the ability to manage both **planned communications and high-pressure issues**.

Key Accountabilities

1. 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.
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2. 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 spokespeople 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, compliant, and aligned with Sun Life brand and global standards.
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3. 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.
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4. Internal Events & Employee Engagement Activities

- Support and own major internal events, including town halls, leadership offsites, staff engagement events, and company celebrations.

- Ensure internal events are purposeful, well-run, and reinforce business priorities, culture, and values — not just logistics-driven.
 - Work closely with HR, Administration, and Marketing teams to deliver high-quality employee experiences.
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6. Team Leadership & Capability Building

- Lead, coach, and develop the communications team (internal comms, PR, events).
 - Set clear expectations, ownership, and quality standards.
 - Build communications capability in storytelling, issues management, and executive communications.
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Experience & Qualifications

- Bachelor's degree in Communications, Journalism, Marketing, Business, or related fields.
- **7+ years of experience** in communications, corporate affairs, or public relations.
- Proven experience managing **internal communications, media relations, and corporate events**.
- Strong exposure to **regulated industries** (insurance, banking, financial services, or similar) preferred.
- Experience working with senior leadership and managing sensitive issues.