

3.5 D_Associate Director, Distribution Quality Assurance

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Role Summary

Overall responsibility for the BU's implementation and monitoring of Distribution Quality Assurance (DQA) Scheme, Market Conduct Standards (MCS), Agency Fundamental (AF) work practices set by the Regional Office. As the DQA champion of the business unit, the position will lead and direct initiatives that will sustain quality of the distribution channel through quality assurance and monitoring activities covering both the sales and field management process

Main Accountabilities

- Quality assurance: Lead and coach the Quality Assurance (QA) Team in the design & roll-out of sales/management tools and work practices that are customer-centric, distribution-relevant, and compliant to market conduct standards. Collaborate with other departments on key initiatives that will impact the sales & field management process and channel productivity; ensuring that the new initiatives will adhere to the market conduct standards (MCS) and agency fundamentals (AF) work practices. Regularly touch base with the sales force to get "user" feedback on sales/management tools and processes in order to build insights to improve design and/or delivery of initiatives moving forward
- Quality monitoring: Lead and coach the Quality Assurance (QA) Team in monitoring and sales practices risk indicators monitoring (RIM), local red flags, market conduct control metrics (MCCM) covered by market conduct standards; in establishing follow-up reporting systems for alerts, agency feedback and case resolutions; in implementing intervention programs to reduce "red flags" and deterioration in trend in quality business, promote quality sales & field management practices in the branches. Provides summary reports as required by sales department, regional and local compliance
- Risk mitigation: Coach business units within Sales Dept. on establishing work practices, processes and control activities that will address current and future audit issues. Collaborate with various departments to ensure that the distribution channel is aligned to, and compliant with internal and external risk management policies and guidelines
- Process improvement: Collaborate with other departments (e.g. IT, Product & Actuarial, Operations, Compliance) for enhancements in the system-generated reports with the end in view of improving the accuracy or adjusting the scope of the report, to make it relevant to the changing business requirements. Regularly review the quality monitoring process against changes in company policies and/or external regulations
- Manage team performance through resource & execution planning, business & performance review, mentoring and coaching, talent development, and staff engagement activities

Competencies

- **Technical skills:**
 - Advanced knowledge of agency fundamentals – sales process, sales & management training, recruitment & selection, performance management
 - Advanced knowledge of SLF operations, products and services
 - Advanced knowledge and skills in product positioning and sales communication; design & delivery of training programs
 - Basic knowledge of financial products and personal financial planning
 - Basic knowledge and skills in project management
 - Professional knowledge: LOMA courses, Financial Planning designation or courses (e.g. in-house programs, RFC, RFP, ChFC, etc.)
- **Soft skills:**
 - Work through an inter-department team (i.e. project team) to achieve the business requirements of Sales Dept, while balancing the interests of other stakeholders (i.e. outside Sales Dept) and resource requirements
 - Execute changes in process, principles or standards in a manner that provides buy-in and transition to the new state; address obstacles to adaptation; review lessons learned
 - Internal contacts
 - Heads of functional teams within Sales Dept – daily/weekly
 - Heads of functional teams outside Sales Dept (e.g. Marketing, IT, Actuarial, New Business, Compliance, Legal, Investments) – weekly/monthly to coordinate on BAU work streams, as well as special initiatives
 - Regional Office (Distribution) – monthly to coordinate on BAU initiatives, to discuss special projects, to share best practices
 - External contacts
 - Vendors or suppliers of outsourced services (e.g. audio-visual production, art/graphic services, etc.)
- **Education and Experience**
 - College graduate of any business related course.
 - At least 10 years of experience in sales organizations from insurance, pre-need, real estate, direct marketing; at least 5 years was in life insurance.

Please send CV to: VN_careers@sunlife.com