

5. MKT_Communication Manager

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Role Summary - Job location: Ho Chi Minh City

The incumbent of this job is responsible for external and internal communication including look and feel to clients, advisors, employees for all marketing activities nationwide across channels covering corporation, branding, product, public relations activities for the achievement of the departmental and company objectives.

Main Accountabilities

- Work with HoM to prepare the content strategy for all channels based on marketing strategies
- Contribute to strategic updates
- Prepare CEO's/ senior management's speeches at external events.
- Prepare press releases and get it approved in accordance with SL's framework
- Write or endorse content for communication as requested
- Work with cross-functions to prepare annual reports, corporate reports
- Manage and coordinate with external and internal resources to deliver the goals
- Develop workflow process and SLA for content alignment, and regular checks
- Develop workflow process and SLA for design services
- Ensure consistency and brand compliance of all marketing communication content & design
- Manage design work to ensure committed SLA
- Provide training and guidance on the communication/writing style
- Work with HR to roll out to staff training related on regular basis
- Build regular check to ensure message consistency across channels
- Establish and take accountability for on-going review of assigned digital projects performance and reporting back to the HoM and other appropriate team members.
- Provide on-going insights to develop new initiatives and strategies
- Monitor competitors and provide recommendations to ensure the company maximizes the investment
- Apply best practice and governance process, and anticipate, manage and mitigate project risks and use of resources accordingly.

Competencies

- Excellent communication skills
- Good planning & organizing skills
- Good influencing skills
- Good interpersonal skills
- Committed and Works to strict deadlines
- Willing to travel on occasion as required
- Able to manage multiple projects at the same time
- Track Record of:
- Brand communication development
- Writing content, press releases, speeches
- Mastering Vietnamese and English (Writing & Speaking).
- Familiar with PC literate, Excel, Word and Power Poin

Education and Experience

- Bachelor or higher Degree preferably in Communication or Marketing, Business Administration, Social Science.
- Specific certificate in writing
- Minimum of 5-year experience in communication, marketing
- Have in-depth knowledge of life insurance industry or finance, banking
- Experience in branding/ communication
- Experience in writing content, press releases, speeches for senior leaders
- Have in-depth knowledge of life insurance business model, products
- Experience in managing a team of minimum 2 members
- Experience in working with cross-function teams

Please send CV to: VN_careers@sunlife.com