

Senior Manager, Digital Marketing - for Vietnamese candidates only

Job description

At Sun Life, we work together, share common values and encourage growth and achievement. We offer many career paths that attract a wide variety of talent and skills. Follow a path that lets your talents shine.

Role Summary

Job location: Ho Chi Minh City

- Taking the lead role in the development and delivery of strategy and execution of marketing program for SLVN cross digital and mobile platform. The role's main responsibility will be to drive a quality audience to visit and engage across all digital campaigns/platforms with a goal of hitting advertising, transactional, revenue and profitability targets. This position will be very hands – on in the visualization, execution and administration of a variety of acquisition and engagement programs not limited to display, search, email, promotional, contextual, sponsorship and affiliate missives.
- This role will also manage and leverage the resources of third-party partners (agencies, publishers, analytics providers and other professional services), as well as internal teams to accomplish business and marketing goals.
- Reporting to the Head of Brand Management, PR and Digital Marketing, and working closely with the leaders across business functions, the individual should have solid experience and knowledge in digital platforms and technology in order to create, develop and/or implement the short and long term strategy, roadmap and campaigns.

Main Accountabilities

- Strategy
 - Supporting Head of Brand Management, PR, Digital Marketing and CMO to formulate digital marketing strategy and road map to deliver tangible commercial value against company – wide business targets.
 - Owning and leading the strategy of the digital/mobile platform, content marketing, customer experience and social media management.
 - Contributing to digital marketing strategic update meetings and coordinate (as required) the company digital marketing work groups. Be the key coordination point between Sun Life corporate and regional office in the discipline digital marketing
- Implementation
 - Maximize traffic and conversion through core digital marketing programs such as but not limited to: Paid Search, SEO, Email, Retargeting, social media with dedicated focus by device category, mobile in particular
 - Manage the digital marketing calendar and relevant agency partners to ensure sales goals are achieved
 - Propose and manage marketing budget for digital marketing plan in relation to pre-set KPIs
 - Develop analytics that help manage weekly and monthly reporting and be able to turn data into insights to continuously improve effectiveness of campaigns.
 - Own and lead content marketing implementation in creation, curation and distribution of content cross all digital platforms
 - Work with other business functions to create digital assets with the purpose of driving transactional and advertising revenue through the ongoing optimization of all landing destinations based on an ongoing testing program
- Review
 - Establish and take accountability for on-going review of assigned digital projects performance and reporting back to the Head of Brand Management, PR and Digital Marketing and other appropriate team members.
 - Provide on-going insights in the digital landscape and be able to use insights to develop new initiatives and strategies for growing the digital capability and profile of SLVN & ultimately enhance the brand awareness and affinity
 - Monitor competitors and provide recommendations to ensure the company maximizes market share within the category
- Others
 - Proactively communicate with Head of Brand Management, PR and Digital Marketing, CMO and CDO to provide guidance and collaboration opportunities including training on digital marketing mediums and identifying potential future trends in digital distribution.
 - Apply best practice and governance process, and anticipate, manage and mitigate project risks and use of resources accordingly
 - Ensure company standards to risk management and IT frameworks are adhered to

Competencies

- Excellent interpersonal skills
- Team player across business/department lines
- Proactive and a Self-starter
- Strategic thinker, yet practical in approach and business focused
- Thinks outside the box – doesn't just copy old ideas
- Committed and Works to strict deadlines
- Willing to travel on occasion as required
- Able to manage multiple projects at the same time
- Excellent communication and negotiation skills with all levels of staff, distributors and customers

Education and Experience

- University degree related to areas such as marketing, business administration, economics, and finance.
- At least 7 years relevant working experience in digital marketing in the Insurance or financial services sector, supporting with both online and offline business partners

Please send CV to: **careers@sunlife.com.vn**