

## Scrum Master, Agile Marketing

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# Sun Life

### Job Summary

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Vacancy :  
Deadline : Jul 19, 2024  
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Employment Status : Full Time  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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You are as unique as your background, experience and point of view. Here, you'll be encouraged, empowered and challenged to be your best self. You'll work with dynamic colleagues - experts in their fields - who are eager to share their knowledge with you. Your leaders will inspire and help you reach your potential and soar to new heights. Every day, you'll have new and exciting opportunities to make life brighter for our Clients - who are at the heart of everything we do. Discover how you can make a difference in the lives of individuals, families and communities around the world.

### Job Description:

Bring us your passion for agile marketing, digital, and data analytics, and we'll put you to work on exciting initiatives that answer the challenge: "How can we better engage and nudge our clients in taking action to reach their health and wellness goals?"

Working with a dedicated Health CXO Marketing team of energetic, forward-thinking innovators, you'll stretch your imagination and sharpen your skills on the leading-edge products and projects that are keeping Sun Life and Health Solutions ahead of the curve. You want more than a job; you want a career - a career with a company that encourages learning and personal growth. You want to be "one of the best."

The Scrum Master is responsible for ensuring that the agile marketing team lives agile values and principles. The responsibilities of this role include clearing obstacles; establishing an environment where the team can be effective; addressing team dynamics; ensuring a good relationship between the team, product owner and delivery as well as external stakeholders; and protecting the team from outside interruptions and distractions.

The Agile Marketing Scrum Master will be accountable for:

- Leading transformation of Sun Life's marketing culture and process through the adoption of agile principles and values.
- Enabling the Agile Marketing team to maximize campaign quality and velocity.
- Strategic planning of breakthrough initiatives from the company's digital marketing strategy portfolio.

The right candidate will have a record of accomplishment leading transformational efforts in high-performing marketing organizations or departments. The applicant should be a relentless advocate and analytical person for their teams – a leader who is passionate about clearing roadblocks, reducing bureaucratic overhead, solving political conflicts, creating value, and blowing performance targets out of the water.

The Scrum Master, like all the Agile Marketing team members, embraces an innovative and continuous improvement mindset, continuous improvement.

Team members are eager to gain cross-functional skills across distinct roles, so must be passionate about learning with a desire to expand both their business and technical knowledge.

### What will you do?

- Collaborate cross-functionally with business owners and teams to prioritize, plan, organize, schedule, manage and support and development and delivery of agile marketing campaigns, programs and priorities
- Identify opportunities to accelerate and improve marketing processes, outputs, and digital marketing strategy through agile thinking
- Inspire the agile marketing team and stakeholders to embrace essential agile practices such as sprints, stand-ups, backlogs, etc. as well as agile values
- Lead the adoption of Agile best practices and maturation across the Health Marketing core team and extended team and partners
- Drive definition of campaign success and goals, support the creation of process and best practice, building team backlogs, time-boxing deliverables, and supporting the team in campaign development, continuous improvement and testing
- Anticipate threats to team progress and engage stakeholders and leadership to address issues, prioritize projects and achieve objectives
- Coach team to optimize individual and group contributions and maximize campaign ROI
- Help to align agile marketing team campaigns with overall Sun Life brand and marketing strategy
- Capture levels of effort, timelines, and resourcing and budgetary requirements of strategy portfolio initiatives, e.g., marketing technology POCs and implementations
- Maintain consolidated calendar of activities to easily communicate progress and rollouts with leadership

### What do you need to succeed?

Agile team members demonstrate strong past indicators to:

- Proven success leading Agile transformations
- Maintain an ownership and accountability mindset
- Cross-functional collaboration and communication
- Emotionally intelligent manager
- Strong analytic **and** creative thinker
- Quickly make sound decisions, leveraging data and engaging others from the start
- Support the team in driving execution from ideation, to development, through to execution
- Collaborate with teammates to provide insight to business problems
- Advocate for the customer, leveraging insights that can drive meaningful marketing tactics
- 5+ years as part of a high-performance marketing organization (i.e. large consumer brand, cutting-edge advertising agency, leading financial services organization, or marketing/media practice of a top management consulting firm)
- 5+ years' experience in leading and coaching strong dynamic teams with proven results and deliverables
- Subject matter expert in agile practices (Scrum framework)
- Expert in project management tools, systems (ie Wrike, Miro, Jirra)
- Strong negotiation skills and willingness to challenge and be challenged
- Experienced in backlog building, burndown tracking, etc.
- Adept at stakeholder engagement, political consensus-building, and conflict resolution; tireless in placing these skills at the service of her or his teams
- Superb communication skills, both verbal and written

### What's in it for you?

- Great Place to Work® Certified in Canada and the US – 2022
- Great Place to Work® award for Best Workplaces for #HybridWork
- 2022 Named "Best Places to Work" by Glassdoor – 2021
- Canada Award for Excellence for Mental Health at Work
- 2021 Flexible hybrid work model including in-country work-from-home if you prefer.

#LI-Hybrid #LI-remote

The Base Pay range is for the primary location for which the job is posted. It may vary depending on the work location of the successful candidate or other factors. In addition to Base Pay, eligible Sun Life employees participate in various incentive plans, payment under which is discretionary and subject to individual and company performance. Certain sales focused roles have sales incentive plans based on individual or group sales results.

Diversity and inclusion have always been at the core of our values at Sun Life. A diverse workforce with wide perspectives and creative ideas benefits our clients, the communities where we operate and all of us as colleagues. We welcome applications from qualified individuals from all backgrounds.

Persons with disabilities who need accommodation in the application process or those needing job postings in an alternative format may e-mail a request to thebrightside@sunlife.com.

At Sun Life we strive to create a flexible work environment where our employees are empowered to do their best work. Several flexible work options are available and can be discussed throughout the selection process depending on the role requirements and individual needs.

We thank all applicants for showing an interest in this position. Only those selected for an interview will be contacted.

**Salary Range:** 76,000/76 000 - 125,000/125 000

**Job Category:** Marketing

**Posting End Date:** 27/06/2024

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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