

## Job Description : Business Development and Marketing Manager

REPORTING TO	LOCATION	SCHEDULE	SCOPE
<b>DIRECTOR OF ENTERPRISE SALES</b>	<b>SINGAPORE</b>	<b>FULL-TIME</b>	<b>GLOBAL</b>

### WHO WE ARE

Headquartered in Singapore, Toku World is the new kid on the telecommunication block that aspires to digital simplicity when it comes to communications. With a wide portfolio of services ranging from a core telco offering to next generation communication features, our Company is uniquely positioned on the telecommunication value chain. As such we provide origination, routing and termination services for voice and SMS traffic from enterprise clients, wholesale aggregators and telecommunication providers in general. These traditional telephony services are accessible via APIs and complemented by communication enablers like virtual numbers as well as value added services like digital signal processing.

### WHO YOU ARE

You are hungry, ambitious and you have a passion for the business development as well as the marketing aspects of an entrepreneurial journey. Driven by new challenges, you are not afraid to work outside your comfort zone with a lot of autonomy and you get energy from collaborating with many different partners and stakeholders across various industry sectors.

### WHAT IS THE ROLE

As a Business Development and Marketing Manager you will be responsible for raising Toku World's profile and improving our market competitiveness domestically as well as overseas. The objective is to increase visibility and brand recognition to strengthen and expand the Company's customer base. The way to achieve the targets is yours to define within the usual BD and Marketing activities. That includes, but is not limited to the below:

### WE WILL TRUST YOU TO

- Define and implement business development and marketing plans to drive business growth
- Coordinate the creation of content for the end users that will be distributed via the Company's website (blog), YouTube channel, LinkedIn and Twitter
- Oversee the SEO and SEM initiatives
- Communicate new product developments to prospective clients
- Acquire industry knowledge to keep Toku World ahead of the competition
- Provide monthly reporting and analysis

- Work closely with Sales colleagues and other departments within the Toku World team to meet global customer requirements
- Be global-minded, thus accommodate flexible working hours to deal with partners everywhere
- Have the ability to self-generate business opportunities

### YOU WILL NEED TO HAVE

- A bachelor's degree or higher in business, marketing, or related field
- Excellent communication and analytical skills
- 3 to 5 years of work exposure to business development and marketing in tech environments
- A proven ability for problem solving and negotiation
- Presentation and reporting skills
- Experience working to and exceeding targets
- Fluency in English and ideally in 1 or 2 other languages

### WE WOULD LOVE TO SEE

- A proactive attitude → To work in a small team you must be self-motivated, determined to succeed and not afraid to make decisions
- Someone that is target driven → The role is intended to expand the business locally and internationally, thus handling pressure and enjoying the challenge of hitting targets is essential
- A team player → The candidate must enjoy interacting with international colleagues and helping others to achieve personal, team and company objectives

### BENEFITS YOU WILL GET

- Gain experience in a fast-moving environment
- Quench desires of challenge
- Develop analytical, IT and business skills
- Acquire knowledge from a disruptive industry
- Be involved in an organisation that values hard work, ownership and self-sustainability

### IF IT SOUNDS LIKE YOU

**APPLY BY SENDING YOUR CV AT**

**[CAREERS@TOKUWORLD.COM](mailto:CAREERS@TOKUWORLD.COM)**

