

Job Description

Job Title: Manager, Global Proposals & Sales Enablement

Location: Malaysia / Singapore / India / Remote (Asia)

Company Overview

Established in 2010 and headquartered in Singapore, BIPO is a leading global payroll and HR solutions provider, supporting businesses in over 170+ countries.

We deliver an award-winning, cloud-based HR Management System and Athena BI analytics tool that supports our multi-country payroll outsourcing and Employer of Record (EOR) services. Powered by tech and driven by data, we help companies automate HR processes, ensure compliance, and provide workforce insights.

With 50+ offices worldwide, BIPO combines global compliance, local HR expertise, and scalable technology to manage the entire employee lifecycle for global and remote teams.

Key Responsibilities

The **Global Proposals & Sales Enablement Manager** is responsible for leading global proposal management, sales enablement content, and solution messaging to support strategic, multi-country, and enterprise opportunities.

This role plays a critical part in improving deal win rates and sales effectiveness through the development of high-quality proposals and executive presentations, creation of sales enablement and reusable solution content, and strengthening solution positioning, messaging, and value proposition across global pursuits.

The role will also drive standardisation of proposal and solution content, improve response quality and turnaround time, and build a scalable proposal and sales enablement framework to support global growth.

This is a **global individual contributor role** that **works cross-functionally** with Sales, Solutions Consulting, Product, Delivery, and Marketing teams, and is expected to evolve into a team leadership role as the function grows.

Global Proposal & Bid Management

- Manage and coordinate end-to-end responses for global RFPs, RFIs, RFQs, security questionnaires, and due diligence requests.
- Develop high-quality proposals, executive summaries, and client presentations tailored to client requirements and business outcomes.
- Work closely with Sales and Solutions teams to develop proposal strategies, win themes, and differentiated value messaging.
- Ensure timely and compliant submission of proposals aligned with client requirements.

- Maintain and continuously improve proposal templates, response libraries, and proposal best practices.
- Manage proposal timelines, review cycles, approvals, and submission governance.

Sales Enablement & Solution Messaging

- Develop and maintain global sales decks, solution presentations, and pitch materials.
- Create industry solution decks, solution playbooks, and sales messaging frameworks.
- Develop discovery templates, demo storylines, and sales talk tracks in collaboration with Presales teams.
- Create competitive positioning materials and battlecards.
- Support onboarding and training of sales teams on solution positioning, proposal messaging, and win themes.
- Work with Product and Marketing teams to align solution messaging with go-to-market strategy.

Solution Content & Knowledge Management

- Develop and maintain reusable solution content, case studies, solution briefs, and industry solution kits.
- Maintain centralised repository for proposal content, solution assets, and sales enablement materials.
- Work with Presales and Delivery teams to capture case studies, implementation success stories, and client references.
- Continuously improve content quality based on win/loss analysis and market feedback.

Strategic Deal Support

- Support strategic and enterprise opportunities with proposal strategy, executive presentations, and value positioning.
- Partner with Sales, Solutions, and Product teams to develop win strategies for key opportunities.
- Support executive-level presentations and solution storytelling for large and multi-country deals.

Deal Strategy, Positioning & Continuous Improvement

- Support Sales and Presales teams in developing win strategies and deal positioning for strategic and enterprise opportunities.
- Develop proposal win themes, value propositions, and executive messaging aligned to client business priorities.
- Support executive-level presentations and strategic deal reviews.
- Conduct win/loss analysis to identify improvement areas in proposals, solution positioning, and sales messaging.
- Identify gaps in solution positioning, messaging, and content and work with relevant teams (Product, Marketing, Presales) to address them.
- Continuously improve proposal quality, messaging frameworks, and sales enablement materials based on market feedback and deal outcomes.

Requirements

Experience

- 8–12 years of experience in proposal management, bid management, sales enablement, presales, or solution consulting, preferably in SaaS, HRMS, Payroll, BPO, or enterprise software/services.
- Experience supporting enterprise and multi-country deals, including complex RFP/RFI responses and executive presentations.
- Experience in supporting enterprise SaaS, HRMS, Payroll, BPO, or multi-country outsourcing proposals is highly preferred.
- Strong understanding of solution positioning, value proposition development, and sales messaging.
- Experience working with cross-functional teams including Sales, Presales, Product, Delivery, and Marketing.
- Strong skills in proposal writing, storytelling, executive presentation development, and content structuring.
- Experience in building reusable proposal content, solution assets, and sales enablement materials.
- Familiarity with proposal management tools, content libraries, and collaboration tools.
- Excellent communication, stakeholder management, and project management skills.
- Ability to work in a global, fast-paced, multi-country environment.
- Bachelor's degree required; business, marketing, communications, or technology background preferred.

Skills

- Strong proposal writing and business writing skills.
- Strong PowerPoint and presentation development skills.
- Ability to translate technical solutions into business value messaging.
- Understanding of enterprise solution selling and presales processes.
- Strong project management and stakeholder management skills.
- Ability to manage multiple proposals and deadlines simultaneously.
- Strong communication and storytelling skills.
- Experience working in global or multi-country environments preferred.
- Experience in HRMS, Global Payroll, SaaS, or enterprise software industry preferred.
- Familiarity with RFP tools (e.g., Responsive.io, RFPIO, RFP360) is a plus.
- Understanding of security and compliance questionnaires (e.g., SOC 2, ISO 27001, GDPR) is a plus.
- Knowledge of Global Payroll, HCM solutions, and integrations is an advantage.
- APMP certification is a plus.

Useful links

- Website: www.biposervice.com
- Facebook: <https://www.facebook.com/biposvc>
- LinkedIn: <https://www.linkedin.com/company/bipo-svc/>

To apply for this role, please contact careers.my@biposervice.com.