

## Job Description

## Product Management

JOB OVERVIEW			
JOB TITLE	Product Presales Engineer – Access Control, Intrusion, and Intercom systems		
JOB LOCATION	Sydney / Melbourne		
GENERAL DESCRIPTION	This role focuses on the presales and product management of <b>Access Control, Intrusion Detection, and Video Intercom systems</b> in the Australian market. The ideal candidate will act as a key link between headquarters and the local market, supporting business growth through product localization, go-to-market planning, and customer-facing presales activities.		
DIVISION / DEPARTMENT	Product Department	SUBDIVISION	N.A.
REPORTS TO	Product & Solutions Director	EMPLOYMENT TYPE	Full Time
POSITION DETAILS			
RESPONSIBILITIES AND DUTIES	<ol style="list-style-type: none"> <li><b>Product Lifecycle Management</b> <ul style="list-style-type: none"> <li>Manage the end-to-end product lifecycle for Access Control, Intrusion, and Intercom systems.</li> <li>Align local product roadmap with HQ strategy and Australian market needs.</li> <li>Drive new product introductions, monitor performance, and manage phase-out transitions.</li> </ul> </li> <li><b>Market Demand and Opportunity Identification</b> <ul style="list-style-type: none"> <li>Identify market trends, customer behaviour, and industry developments.</li> <li>Collect and analyse client requirements to support product refinement and localisation.</li> <li>Explore and define new product opportunities through market insights and competitive analysis.</li> </ul> </li> <li><b>Presales Support</b> <ul style="list-style-type: none"> <li>Collaborate with sales and technical teams to provide presales support, including solution design, feature explanation, and proposal assistance.</li> <li>Assist in customer meetings, technical discussions, and proof-of-concept engagements.</li> <li>Support tender responses and technical documentation preparation.</li> </ul> </li> <li><b>Marketing &amp; Enablement</b> <ul style="list-style-type: none"> <li>Develop localised marketing materials and product documentation.</li> <li>Organise product launches, webinars, and promotional events to increase market visibility.</li> <li>Deliver product training to internal teams and partners to strengthen product understanding and sales capability.</li> </ul> </li> <li><b>Cross-functional Collaboration</b> <ul style="list-style-type: none"> <li>Coordinate with HQ R&amp;D, marketing, and supply chain teams to align on product delivery and improvement plans.</li> <li>Gather feedback from local sales and technical teams for product enhancement and future planning.</li> </ul> </li> <li><b>Business Support &amp; Data Analysis</b> <ul style="list-style-type: none"> <li>Analyse product performance and business data to identify issues and optimisation opportunities.</li> <li>Assist in setting product-related goals, pricing strategies, and business forecasts.</li> </ul> </li> <li><b>Technology Promotion</b> <ul style="list-style-type: none"> <li>Drive the adoption of intelligent access and intercom technologies, aiming to make Hikvision's non-video products mainstream in Australia within 3 years</li> </ul> </li> </ol>		

## PERFORMANCE INDICATORS

1. **Sales and Revenue Metrics**
  - Achievement of sales revenue and growth targets for SMB product lines.
  - Contribution to the overall SMB market share and penetration rate.
2. **Market Intelligence and Strategic Insights**
  - Timely delivery of detailed reports on industry trends, competitor intelligence, and product analysis.
  - Development and execution of strategic plans (SP & BP) for SMB market opportunities.
3. **Product Management and Development**
  - Successful planning, implementation, and evaluation of New Product Introduction (NPI) plans.
  - Effective management of SMB product categories across their lifecycle, including phase-out updates.
4. **Marketing Effectiveness**
  - Execution and follow-up on SMB-specific marketing events, with measurable impact on customer engagement and solution adoption.
  - Evaluation of the effectiveness of promotional programs and marketing campaigns in driving sales.
5. **Client and Ecosystem Development**
  - Expansion and management of key SMB client relationships, with measurable client satisfaction and retention rates.
  - Enhancement of SMB ecosystem value through successful collaboration with business and technical partners.
6. **Training and Enablement**
  - Organization of SMB product training sessions, with high participation rates and improved team capabilities.
  - Positive feedback and measurable improvements in the knowledge and performance of local teams.
7. **Ethics and Professionalism**
  - Adherence to company ethics, including honesty, responsibility, adaptability, and respect for diversity.
  - Demonstrated commitment to self-improvement and professional development.
8. **Compliance and Operational Excellence**
  - Full compliance with company policies and procedures, with no violations or breaches.
  - Contribution to process improvements and operational efficiencies in SMB product management.
9. **Impact Measurement and Reporting**
  - Delivery of actionable insights from evaluations of SMB plans, promotions, and strategic initiatives.
  - Regular and accurate reporting to stakeholders on performance outcomes and improvement opportunities.

## QUALIFICATIONS, SKILL & EXPERIENCE - ESSENTIAL

1. **Industry Experience**
  - Minimum **3+ years' experience** in the security industry or related technology fields.
  - Proven track record of working with SMB solutions, product management, or presales roles preferred.
2. **Technical and Business Expertise**
  - Profound knowledge of **products, solutions, and business intelligence** in the security or SMB domain.
  - Proficiency in IT tools/software, including CRM systems, data analysis tools, and productivity software.
  - Strong understanding of emerging technologies and the ability to stay updated with industry trends.
3. **Core Competencies**
  - Ability to:
    - Identify and manage business opportunities and challenges effectively.
    - Develop and maintain strong customer relationships.
    - Coordinate and leverage resources for successful project execution.
    - Work independently while effectively handling multiple tasks under tight deadlines.
4. **Skills and Attributes**
  - Exceptional **presentation, demonstration, and interpersonal skills**, with the ability to engage and influence diverse stakeholders.
  - Strong **problem-solving and analytical abilities** to deliver innovative solutions.

	<ul style="list-style-type: none"> <li>○ Excellent collaboration and teamwork skills, with the ability to work across multi-functional and multicultural teams.</li> </ul> <ol style="list-style-type: none"> <li><b>Adaptability and Cultural Awareness</b> <ul style="list-style-type: none"> <li>○ Deep understanding and respect for cultural differences, with the ability to thrive in a <b>multi-cultural environment</b>.</li> <li>○ Demonstrated flexibility and adaptability in dynamic, fast-paced settings.</li> </ul> </li> <li><b>Willingness to Travel</b> <ul style="list-style-type: none"> <li>○ Ready and willing to <b>travel extensively</b> across Australia as required to meet client and project needs.</li> </ul> </li> <li><b>Education</b> <ul style="list-style-type: none"> <li>○ Bachelor's degree or above in a related field, such as Engineering, IT, or Business.</li> </ul> </li> <li><b>Language Proficiency</b> <ul style="list-style-type: none"> <li>○ Excellent written and spoken communication skills in both <b>English and Mandarin</b> to facilitate client and team interactions.</li> </ul> </li> </ol>
<b>QUALIFICATIONS, SKILL &amp; EXPERIENCE - DESIRABLE</b>	<ul style="list-style-type: none"> <li>• Proven <b>project management</b> experience with knowledge of methodologies like Agile or Waterfall.</li> <li>• Strong <b>research and strategic planning</b> skills to analyze markets and develop actionable strategies.</li> <li>• Expertise in <b>competition management</b>, benchmarking, and identifying market positioning.</li> <li>• Excellent <b>adaptability</b> and <b>cross-cultural communication</b> skills to work effectively in dynamic, multi-cultural environments.</li> <li>• Advanced <b>customer service skills</b>, including client relationship management and issue resolution.</li> <li>• Familiarity with the SMB market or security solutions is advantageous.</li> <li>• Additional certifications in project management (e.g., PMP, PRINCE2) or strategy are a plus.</li> </ul>
<b>SPECIAL REQUIREMENT</b>	<ul style="list-style-type: none"> <li>• Fluency in English and Mandarin</li> </ul>
<b>POSITION FILLED</b>	
<b>PERSON HIRED</b>	<div> <div></div> <div>DATE HIRED</div> </div>
<b>APPROVED BY: NAME &amp; TITLE</b>	
<b>EMPLOYEE SIGN</b>	