



Job Description

Business Development Manager (“BDM”)

JOB OVERVIEW			
JOB TITLE	Business Development Manager (“BDM”)		
JOB LOCATION	Sydney NSW		
GENERAL DESCRIPTION	The Business Development Manager (BDM) drives revenue growth and expands Hikvision’s presence in NSW across key verticals. This role requires strong technical knowledge of Hikvision solutions and experience in solution selling (CCTV, Alarms, Access Control, VMS, LED signage). The ideal candidate will build strategic relationships with system integrators, installers, consultants, and end users, and have deep market understanding in sectors such as retail, industrial, residential, education, government, hospitality, healthcare, and logistics.		
DIVISION / DEPARTMENT	Business Development Department	SUBDIVISION	N.A.
REPORT TO	Business Development Director	EMPLOYMENT TYPE	Full Time
POSITION DETAILS			
RESPONSIBILITIES AND DUTIES	• Drive sales revenue and market share growth across assigned territory and vertical markets. • Identify, engage, and develop new business with key system integrators, security installers, consultants, and end users. • Promote and demonstrate Hikvision’s product ecosystem including CCTV, IP Intercoms, AX Pro/HiLook Alarms, Access Control, HikCentral, and LED/Digital Signage solutions. • Build strategic relationships and act as a trusted advisor to channel partners and end users. • Leverage existing relationships and develop new ones within the security industry to accelerate project wins. • Proactively manage sales pipelines through effective qualification, forecasting, and opportunity tracking via CRM. • Identify and pursue large-scale vertical opportunities, particularly in retail, manufacturing & industrial, commercial, residential & multi-tenanted apartments, education, government & councils, hospitality – pubs, clubs, hotel, healthcare & aged care, transport & logistics. • Deliver engaging presentations, demonstrations, and technical workshops to showcase the value of Hikvision solutions. • Collaborate with internal stakeholders (pre-sales, technical support, marketing) to deliver end-to-end customer success. • Monitor key projects and deliver milestones including Proof of Concept (POC), technical validation, and handover. • Participate in industry events, training sessions, and VASP development programs to support brand awareness. • Maintain market intelligence and competitive insights to inform go-to-market strategies. • Ensure compliance with Hikvision's Code of Ethics and uphold professionalism in all customer interactions. • Other tasks deemed necessary by Hikvision.		



PERFORMANCE INDICATORS	- Quarterly and annual sales revenue growth - New business development (new SI/EU engagements) - Number of face-to-face meetings and product presentations - Strategic core product adoption (ColorVu, AcuSearch, HikCentral, AX Pro, TandemVu, etc.) - Vertical growth in retail, manufacturing & industrial, commercial, residential & multi-tenanted apartments, education, government & councils, hospitality – pubs, clubs, hotel, healthcare & aged care, transport & logistics. - CRM accuracy, lead conversion rate, and opportunity pipeline health - Partner satisfaction and engagement - Timely reporting and territory planning - Contribution to team collaboration and knowledge sharing - Company policy compliance
QUALIFICATIONS, SKILL & EXPERIENCE - ESSENTIAL	- Minimum 5 years of B2B sales experience in the electronic security industry - Strong technical understanding of CCTV, Intercom, Alarm, Access Control, LED/Digital Signage, and VMS - Demonstrated ability to manage complex sales cycles and close high-value deals - Existing relationships with integrators, security service providers, and end users - Proven track record of achieving or exceeding sales targets - Excellent presentation, negotiation, and interpersonal communication skills - Fluent with Word, Excel, Power Point and other IT tools/software - Strong planning, time management, and self-leadership capabilities - CRM experience and data-driven sales discipline - Willingness to travel frequently within NSW and occasionally interstate - Familiarity with Hikvision products and solutions highly desirable
QUALIFICATIONS, SKILL & EXPERIENCE - DESIRABLE	- Experience with major VMS platforms (HikCentral, Milestone, Genetec, etc.) - Vertical-specific experience (e.g., health, council, retail, aged care) - Strategic account management experience - Project management skills (preferred) - Understanding of compliance, cybersecurity, and privacy concerns in surveillance systems - Ability to influence and lead cross-functional collaboration internally and externally
SPECIAL REQUIREMENT	N.A.
POSITION FILLED	
PERSON HIRED	DATE HIRED
APPROVED BY: NAME & TITLE	
EMPLOYEE SIGN	