



Job Description

Business Development Manager (“BDM”)

JOB OVERVIEW			
JOB TITLE	Business Development Manager (“BDM”)		
JOB LOCATION	Perth WA		
GENERAL DESCRIPTION	The Business Development Manager (BDM) is the primary owner of sales revenue and business growth within the assigned territory and product portfolio. This role is responsible for identifying and developing strategic business opportunities, building strong relationships with key stakeholders, and positioning Hikvision’s solutions to drive long-term value. The BDM plays a key role in expanding Hikvision’s market presence, achieving sales targets, and delivering high-quality outcomes aligned with quarterly KPIs.		
DIVISION / DEPARTMENT	WA Team	SUBDIVISION	N.A.
REPORT TO	WA State Manager	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, preferably within Security, IT, Telecommunications, or AV industries; candidates from renewable energy or FMCG backgrounds will also be considered. • Strong technical understanding of CCTV, Intercom, Alarm, Access Control, LED/Digital Signage, and VMS solutions. • Experience working with integrators, security service providers, and enterprise end users will be highly regarded. • Experience managing a portfolio of 20+ key accounts and demonstrated success in developing new clients. • Familiarity with the mining, construction (builders), and retail chain sectors in Western Australia will be an advantage. • Excellent presentation, negotiation, and interpersonal communication skills. • Fast learner with strong product comprehension and the ability to articulate complex solutions clearly. • Proficient in Microsoft Word, Excel, PowerPoint, and CRM systems, with a data-driven sales approach. • Highly self-motivated, disciplined, and goal-oriented • Willingness to travel frequently within Western Australia and occasionally interstate. • Familiarity with Hikvision products and solutions is a plus.
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	