# Business Development Lead

| Group / Branch: | Customer |
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| Reports To: | Customer Success Director |
| Competency Level: | Individual Contributor |
| Status: | Full Time / Permanent |
| Location: | Frankston, Water Edge |
| Working Location: | Hybrid (minimum three days in the office as per company practise) |
| Date of Approval: | March 2026 |

**Position Purpose**

The Business Development Lead is responsible for driving the growth and expansion of the Iota business by identifying and developing new business opportunities and prospects, building and maintaining strong relationships with customers, partners and stakeholders and supporting the team with implementing a sales strategy to seed the market with new innovations in order to increase market presence and ultimately revenue.

Through a solution selling approach, the Business Development Lead will work with customers to understand their challenges and business outcomes to provide innovative and proven fit-for-Water solutions for both proof of value projects and at scale via partners.

| Key Area | Objectives |
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| **Opportunity management** | • Understand the market by the research and analysis to identify potential customers. Stay informed of industry trends, competitive products and market conditions in relation to IoT platforms, devices and solutions.<br>• Working in conjunction with our marketing and communications function, utilise various channels to identify potential leads.<br>• Drive engagement with prospecting customers, engaging with the right stakeholders (commercial decision makers and influencers) to build and maintain relationships and understand their business needs, challenges, and buying cycles to determine if there is a fit with our portfolio offerings. |
| **Business Development** | • Drive collaborate with internal teams (Product Leads and Priority Plumbing) to develop a compelling proposal to present to the potential customers. Articulate the value proposition to their business needs.<br>• Drive RFI/RFQ preparation, negotiations and contract discussions to secure agreements and partnerships. |

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| | • Drive the collaboration with the Iota Operational and Shared services Team to confirm contract requirements and finalise terms for contract execution. |
| **Post Sales Support** | • Lead internal teams (R&D, Operations, Customer Success, Marketing) to ensure the seamless implementation from sales to product delivery.<br>• Manage customer expectations and support during the implementation phase, supporting as required, and providing internal feedback to the team for improvement.<br>• Keep in close contact with the client to manage expectations and support the marketing and communications team with a case study to further promote future sales. |
| **Sales Administration** | • Track and report on all sales leads as well as market analysis within our internal CRM system<br>• Lead internal meetings to further project manage sales pipeline, lifecycle and customer expectations.<br>• Provide the business with feedback to support with budgeting and forecasting requirements based on the sales life cycles. |

**Qualifications, Skills & Experience**

- Degree qualified in business or engineering, or other relevant commercial training
- 5+ years of Sales experience working within the water industry working with large commercial water users and government water authorities is essential
- Previous experience with complex sales cycles and solution-selling approaches
- Strong understanding of IoT concepts, technologies, and applications is desirable.
- Exceptional verbal and written communication skills
- Ability to multi-task, prioritise and manage time effectively
- CRM Sales experience highly desirable
- Committed to learning and being adaptable.
- Self-driven and able to thrive in ambiguity.

**Team Structure**

- **Customer Director**
    - Customer and Project Delivery Manager

- IoT Test Analyst & Support Engineer
- **Business Development Lead <This Vacancy>**
- Communications Manager

**Number of people managed:**

Nil

**Size of budget managed:**

TBC

**Value of Assets managed:**

Nil