



# ICT BUSINESS DEVELOPMENT MANAGER

(ANZSCO Code: 225212)

Group B



## About this document

- » The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- » Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education, Skills and Employment.
- » The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- » Integrity checks may be conducted to verify the qualification and employment claims made in an application.

## Job description

An ICT Business Development Manager identifies and generates new ICT business opportunities to further improve market share and awareness by gaining an understanding of customers' ICT needs and promoting goods and services to these customers. They may manage some key customer accounts.

## Occupations not considered under this ANZSCO code:

- » ICT Account Manager
- » ICT Sales Representative
- » ICT Sales Assistant
- » Sales Representative (Business Services)
- » Technical Sales Representatives nec

These occupations are classified elsewhere in ANZSCO or are not at the required skill level.

## ICT Business Development Manager is a VETASSESS Group B occupation












This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher.

Applicants can fulfil the assessment criteria for this occupation in four different ways.



## Qualification and employment criteria

Applicants must have fulfilled at least one of the following four criteria (1–4):

| GROUP<br>B   | Criteria for a positive Skills Assessment  |   |  |   |
|--|--|---|--|---|
|  | Minimum comparable Bachelor or higher degree AQF level***  | With highly relevant major field of study   | Additional highly relevant qualifications*   | Highly relevant employment duration**   |
| 1  |  +  |  + | N/A  |      |
| 2  |  +  | No highly relevant major  | <br>Minimum AQF Diploma level with highly relevant major |      |
| 3  |  +   | No highly relevant major  | No additional highly relevant qualifications   |     |
| Pre-qualification methodology can apply to Group B occupations |  |   |  |   |
|  | Highly relevant employment duration**  | With or without highly relevant major field of study                                | Additional highly relevant qualifications*   | Comparable Bachelor degree AQF level  |
| 4  |  + <br>Within last 5 years | + N/A   | + N/A  | +  |

\* Additional qualifications in a highly relevant field of study include those comparable to the following levels:

- AQF Diploma
- AQF Advanced Diploma
- AQF Associate Degree or
- AQF Graduate Diploma

\*\*\* Bachelor degree or higher degree includes:

- AQF Master Degree or
- AQF Doctoral Degree

\*\* Highly relevant paid employment duration (20 hours or more per week)

1–3

minimum years of employment highly relevant to the nominated occupation, completed at an appropriate skill level in the five years before the date of application for a Skills Assessment.

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minimum 6 years of relevant employment required – five years of relevant employment (can be outside the last 5-year period) in addition to at least one year of highly relevant employment within the last five years before applying.



Quality  
ISO 9001

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## Qualification and employment criteria continued...

\*If employment is prior to the completion of the qualification at the required level, an applicant must have at least one year of highly relevant employment at an appropriate skill level within the last five years. The remaining five years of pre-qualifying period may be within the last ten years.

A positive assessment of both qualification level and employment duration is required for a positive Skills Assessment outcome.

### Qualification

AQF Bachelor degree or higher degree\*

Highly relevant major fields of study include **Computer Science** and **Information Technology**.

Other major fields of study may be considered if the employment is highly relevant and there is a clear connection between the field of study and the products or services sold.

\*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

### Employment

Highly relevant tasks include:

- » compiling lists of prospective client businesses using trade directories and other sources

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- » acquiring and updating knowledge of employer's and competitors' goods and services, and market conditions

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- » visiting regular and prospective client businesses to establish and act on selling opportunities

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- » assessing customers' needs and explaining the goods and services which meet their needs

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- » promoting employers' ICT goods and services to existing and prospective clients

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- » quoting and negotiating prices and credit terms, and completing contracts and recording orders

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- » arranging delivery of goods, installation of equipment and the provision of services

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- » reporting to sales management on sales made and the marketability of ICT goods and services

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- » following up with clients to ensure satisfaction with ICT goods and services purchased, arranging modifications and resolving any problems arising

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- » preparing sales reports, and maintaining and submitting records of business expenses incurred

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### Employment information

ICT Business Development Managers focus on the acquisition of new clients. The ICT products sold are typically targeted at industrial, business, professional and other organisations and would normally be expected to constitute business solutions rather than be off-the-shelf products. The role requires in-depth, specialised knowledge in ICT to assess the needs of client organisations, explain the goods and services in detail, and engage in appropriate reporting and business planning.

The role of a Business Development Manager is primarily to acquire new business/accounts, rather than to generate increased revenue from existing accounts. ICT Sales Assistants, who sell computing and telecommunications-related goods and services in retail and wholesale establishments, are elsewhere classified in ANZSCO at a lower skill level than ICT Sales Professionals.

