

JOB DESCRIPTION – MANAGER – SALES & MARKETING

About HackIT

HackIT Technology and Advisory Services is an IT/Cyber Security company, operating since 2009. HackIT is an Indian Computer Emergency Response Team, CERT-IN (www.cert-in.org.in) empaneled provider for IT Security Audit Services. HackIT provides a broad range of security consulting and advisory services to a diverse group of clients, including government organizations, corporations, Military establishments, financial institutions and start-up, to name few. Our work spans multiple sectors and industries, including Telecommunications, Defense and Military, ITeS, Financial Services, Aviation, Hospitality, Healthcare and Research. We work end-to-end—from diagnosis to delivery of lasting impact — together generating tangible results that are improving the security posture of organizations worldwide.

Job Title	• Manager – Sales & Marketing
Location	• Kochi

Job Overview

We are seeking a detail-oriented and results-driven Sales & Marketing Manager to drive business growth and strengthen our market presence. The ideal candidate must have proven experience in enterprise B2B sales, consultative solution selling, and strategic account management within the cybersecurity or IT services industry. This role is responsible for managing the end-to-end sales lifecycle, developing long-term client relationships, preparing winning proposals, identifying new business opportunities, and achieving revenue growth through strategic sales and marketing initiatives.

Job Responsibilities

- Drive end-to-end sales cycle management from lead generation to deal closure.
- Develop and execute business development strategies to achieve revenue and growth targets.
- Identify and acquire new enterprise and government clients through strategic prospecting and networking.
- Sell cybersecurity solutions including VAPT, SOC, GRC, Cloud Security, Compliance, Security Consulting, and Managed Security Services.
- Practice consultative selling by understanding customer business challenges and recommending appropriate security solutions.
- Build and maintain relationships with CXOs and key stakeholders including CIOs, CISOs, CTOs, IT Heads, and Procurement Teams.
- Manage strategic and key accounts to maximize customer retention and revenue growth.
- Prepare high-quality proposals, technical-commercial documents, presentations, RFP/RFQ responses, tenders, and business reports.
- Collaborate with technical and delivery teams to develop winning solution proposals.
- Develop and implement marketing campaigns, lead generation initiatives, and brand promotion activities.

- Conduct market research, competitor analysis, and identify emerging business opportunities.
- Participate in industry events, conferences, seminars, and networking forums to promote HackIT's services.
- Monitor sales pipeline, forecasts, revenue reports, and business performance using CRM tools.
- Mentor and guide the sales team while driving performance through measurable KPIs.
- Ensure timely submission of reports and business updates to senior management.

Technical Skillsets (Mandatory)

- Proven experience in Enterprise B2B Sales and Business Development.
- Hands-on experience in Cybersecurity Solution Selling (VAPT, SOC, GRC, Cloud Security, Compliance, Security Consulting, Managed Security Services).
- Strong expertise in Consultative Selling and Solution Positioning.
- Experience in managing RFPs, RFQs, Tenders, and Proposal Development.
- Knowledge of Enterprise Sales, Strategic Account Management, and Sales Pipeline Management.
- Understanding of cybersecurity frameworks and standards such as OWASP, ISO/IEC 27001, NIST, CERT-In, and DPDPA.
- Experience with CRM tools and sales reporting.
- Strong market research, competitor analysis, and lead generation capabilities.

Technical Skillsets (Preferred)

- Experience selling cybersecurity services to Government, PSU, BFSI, Healthcare, Telecom, or Enterprise customers.
- Exposure to Account-Based Selling (ABS) and Key Account Management.
- Understanding of Information Security Governance, Risk & Compliance (GRC).
- Experience working with cybersecurity consulting or managed security service providers (MSSP).
- Familiarity with cloud security concepts and security compliance requirements.
- Knowledge of digital marketing strategies and campaign management for B2B services.

Non-Technical Skillsets

- Excellent communication and presentation skills.
- Strong negotiation and stakeholder management abilities.
- Proven leadership and team management skills.
- Analytical and problem-solving mindset.
- Excellent proposal, report writing, and documentation skills.
- Strong customer relationship management skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Effective planning, time management, and organizational skills.

Education & Certifications

- MBA in Marketing, Sales, Business Administration, or a related discipline.
- Cybersecurity certifications or sales certifications will be an added advantage.

Experience

- Overall experience of 5+ years in Sales, Business Development, or Marketing.
- Minimum 3 years of experience in a Managerial role.
- Mandatory experience in the Cybersecurity or IT Services industry with a proven record of achieving business growth and revenue targets.

Send your updated profiles to **careers@hackit.co**.