

**Business Development and Marketing Manager
Worcester Polytechnic Institute**

Direct Link: <https://www.AcademicKeys.com/r?job=162965>

Downloaded On: Oct. 23, 2021 9:53am

Posted Jul. 14, 2021, set to expire Nov. 3, 2021

Job Title	Business Development and Marketing Manager
Department	
Institution	Worcester Polytechnic Institute Worcester, Massachusetts
Date Posted	Jul. 14, 2021
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Fiscal Services Graphic Design/Marketing Communications/Public Relations
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Job Description

JOB TITLE

Business Development and Marketing Manager

LOCATION

Worcester

DEPARTMENT NAME

Robotics Engineering Department

DIVISION NAME

Worcester Polytechnic Institute - WPI

Business Development and Marketing Manager Worcester Polytechnic Institute

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JOB DESCRIPTION SUMMARY

The primary role of Business Development and Marketing Manager is to recruit members of the NSF Industry/University Cooperative Research Center (I/UCRC) on Robots and Sensors for Human Well-being (ROSE-HUB), and manage existing memberships and meetings/events associated with the site. We seek a dynamic individual with proven business development and marketing skills and preferably engineering experience.

This is a part-time position to help marketing and recruiting members for the NSF Industry/University Cooperative Research Center (I/UCRC) on Robots and Sensors for Human Well-being (ROSE-HUB), up to 5 year position.

JOB DESCRIPTION

The duties include:

- * Identifying and pursuing leads at relevant companies/organizations
- * Developing relationships with potential partners
- * Communicating university research expertise and matching it to company objectives and needs
- * Overseeing marketing effort, i.e., developing and updating marketing material, overseeing websites
- * Managing membership agreements and membership fees,
- * Coordinating with related offices in the university,
- * Coordinating with lead manager at U. of Minnesota, other sites (UPenn and Clemson), and NSF.

FLSA STATUS

United States of America (Non-Exempt)

WPI is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. We are seeking individuals with diverse backgrounds and experiences who will contribute to a culture of creativity and collaboration, inclusion, problem solving and change making.

To apply, visit: [\[url=https://apptrkr.com/2352831\]](https://apptrkr.com/2352831)https://wpi.wd5.myworkdayjobs.com/en-US/WPI_External_Career_Site/job/Worcester/Business-Development-and-Marketing-Manager_R0001268

About WPI

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WPI is a vibrant, active, and diverse community of extraordinary students, world-renowned faculty, and state of the art research facilities. At WPI, we have competitive and comprehensive benefits, including health insurance, long-term care, retirement, tuition assistance, flexible spending accounts, work-life balance and much more.

Diversity & Inclusion at WPI

WPI is committed to creating an inclusive workplace where everyone feels valued and respected; a place where every student, faculty and staff member can be themselves, so that they can study, live, and work comfortably, to reach their full potential, and make meaningful contributions in order to meet departmental and institutional goals. WPI thrives on innovative practice and welcomes diverse perspectives, insight, and people from diverse lived experiences, to enhance the community environment and propel the institution to the next level in a competitive, global marketplace.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

Worcester Polytechnic Institute

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