

**Marketing Associate - Intellectual Property  
LSU Agricultural and A&M College**

Direct Link: <https://www.AcademicKeys.com/r?job=204113>

Downloaded On: Oct. 1, 2023 9:45pm

Posted Jan. 23, 2023, set to expire Nov. 10, 2023

|                             |   |
|-----------------------------|---|
| <b>Job Title</b>            | Marketing Associate - Intellectual Property   |
| <b>Department</b>           | East Baton Rouge Parish   |
| <b>Institution</b>          | LSU Agricultural and A&M College<br>Baton Rouge, Louisiana                                |
| <b>Date Posted</b>          | Jan. 23, 2023   |
| <b>Application Deadline</b> | Feb. 6, 2023  |
| <b>Position Start Date</b>  | Available immediately   |
| <b>Job Categories</b>       | Professional Staff  |
| <b>Academic Field(s)</b>    | Graphic Design/Marketing  |
| <b>Apply Online Here</b>    | <a href="https://lsu.wd1.myworkdayjobs.com/LSU">https://lsu.wd1.myworkdayjobs.com/LSU</a> |
| <b>Apply By Email</b>       |   |
| <b>Job Description</b>      |   |

**POSITION VACANCY ANNOUNCEMENT**

**Work Location:**LSU Agricultural Center, Baton Rouge, LA 70803

**Position Description:** The Intellectual Property Marketing Associate within the LSU AgCenter Office of Sponsored Programs and Intellectual Property will be responsible for doing market research and conducting assessments on new scientific discoveries and inventions developed by LSU AgCenter faculty. Additionally, the Marketing Associate will handle outreach efforts on those discoveries to external parties. Daily work may include drafting nonconfidential summaries, intellectual property (IP) website updating, promotion, and maintenance, email, social media, or other outreach campaigns and coordinating the logistics for promotional events. Contract writing and negotiation will also be required, as the candidate will also draft non-disclosure agreements (NDAs) and material transfer agreements (MTAs) to facilitate the initiation of university/industry partnerships. Other duties could be assigned

## Marketing Associate - Intellectual Property LSU Agricultural and A&M College

Direct Link: <https://www.AcademicKeys.com/r?job=204113>

Downloaded On: Oct. 1, 2023 9:45pm

Posted Jan. 23, 2023, set to expire Nov. 10, 2023

depending on interest and office needs. This position requires comprehensive knowledge of written communication skills and through knowledge of oral communication skills, general contract knowledge, the ability to work independently in a team setting, and an internal drive for success.

### Responsibilities:

- Marketing IP to external parties
- Website development and maintenance
- Drafting and negotiating NDAs/MTAs
- Assessment of inventions, including completing comprehensive scoring rubrics for such inventions
- Drafting Non-confidential summaries
- Outreach to potential partners through mediums such as email, phone, and social media
- Event Logistics for promotional events as needed

**Qualifications Requirements:** A bachelor's degree in agriculture, food science, business or science related field required. 1 to 2 years of relevant technology transfer or business experience preferred.

**Salary and Benefits:** Salary will be commensurate with education and experience. The LSU AgCenter has an attractive benefits package with a wide variety of benefit options. Current benefits offered include retirement, multiple medical insurance options, supplemental insurances (dental, life, long-term disability, accident, vision, long-term care, etc.), Tax Saver Flexible Benefits Plan (saves tax dollars on some child care and medical expenses), university holidays (14 per year, typically includes a week off at Christmas), generous annual (vacation) and sick leave benefits, Employee Assistance



## Marketing Associate - Intellectual Property LSU Agricultural and A&M College

Direct Link: <https://www.AcademicKeys.com/r?job=204113>

Downloaded On: Oct. 1, 2023 9:45pm

Posted Jan. 23, 2023, set to expire Nov. 10, 2023

Program, and possible educational leave and tuition exemption for coursework at campuses of the LSU System. Specific benefits depend on job category, percent effort and length of employment.

**Date Available:** Upon completion of the selection process.

**Application Deadline:** February 6, 2023 or until a suitable candidate is identified.

**Application Procedure:** Apply online at <https://lsu.wd1.myworkdayjobs.com/LSU> (or through Workday for internal applicants) by attaching cover letter, resume, official university transcripts, and contact information for three references. Paper, faxed or emailed application materials will not be accepted, except that in lieu of attaching the recommendation letters online, they may be sent directly to:

Wade Baumgartner

Associate Vice President, Strategic Initiatives

104 Efferson Hall

Baton Rouge, LA 70803

Email: [wbaumgartner@agcenter.lsu.edu](mailto:wbaumgartner@agcenter.lsu.edu)

Phone: 225-578-7742

Website: [lsuagcenter.com](http://lsuagcenter.com)

The LSU Agricultural Center is a statewide campus of the LSU System and provides equal opportunities in programs and employment. An Equal Opportunity/Affirmative Action Employer.

### Contact Information

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

### Contact



Marketing Associate - Intellectual Property  
LSU Agricultural and A&M College

Direct Link: <https://www.AcademicKeys.com/r?job=204113>

Downloaded On: Oct. 1, 2023 9:45pm

Posted Jan. 23, 2023, set to expire Nov. 10, 2023