

Business Development Coordinator Tufts University

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Posted Jul. 10, 2025, set to expire Dec. 31, 2025

Job Title	Business Development Coordinator
Department	University College
Institution	Tufts University Medford, Massachusetts
Date Posted	Jul. 10, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Coordinator Professional Staff
Academic Field(s)	Institutional Advancement Graphic Design/Marketing
Job Website	https://jobs.tufts.edu/jobs/22062?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

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As part of a mission-driven institution, University College (UC) at Tufts University strives to make education accessible to all, fostering learning and engagement across a wide spectrum of audiences. UC is committed to expanding access to Tufts and transforming the lives of diverse learners across generations through innovative and high-quality educational opportunities, career acceleration, and community connections. Since our school's establishment in 2018, UC has experienced rapid growth and is planning significant expansion, including a variety of new professional non-credit credentials, high school programs, and new degrees, all while broadening access to Tufts' exceptional educational offerings. UC currently offers a variety of educational content through Tufts Pre-College Programs, the Osher Lifelong Learning Institute, and the new Center for Professional and Workforce Impact. Operating in a dynamic environment, UC is positioned to become a leading presence in the greater Boston area in the next 5 years. Visit universitycollege.tufts.edu to learn more.

What You'll Do

This role reports to the University College (UC) Partnership Development Director and collaborates closely with the Director to provide support to the new business development function of the school and associated business development strategy aligning with the school's 5-year growth plan implementation. The role will work closely with all University College programs and teams to establish and expand institutional partnerships and outside corporate and community partnerships, as well as the necessary administrative systems and processes required to support those successful relationships. The role will support outreach efforts, contribute to initiatives that strengthen University College's relationships, and track achievement related to business development efforts.

Essential Functions:

- Conduct market research to identify partnership opportunities with businesses, nonprofits, and public sector entities
- Assist with the development of proposals, presentations, and communications for potential partners and program sponsors.
 - Partner and Client Stewardship- management contact cadences, draft and send mailings, newsletters, blogs, and similar outreach.
 - Coordinate setup of in-person meetings and events, such as tabling at conferences, and related follow-up needs.
- Support lead generation and outreach to prospective partners for continuing education workforce training programs, K-12 programs, and Tufts' Osher Lifelong Learning Institute.
- Maintain and update CRM systems and databases with contact and engagement information and updates. Flag and follow up needs and coordinate with Director on next steps.
- Track and report on engagement metrics, partnership progress, and other business development activities
- Coordinate and prepare materials for meetings, events, site visits, and presentations
- Contribute to marketing and promotional efforts in collaboration with the UC Marketing team, including adaptation of content to a B2B audience.

What We're Looking For

Basic Requirements:

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- Knowledge and experience typically acquired by High school diploma/GED and 5+ years of related experience OR a bachelor's degree and 3+ years of experience
- Knowledge of or prior experience with a CRM software, specifically HubSpot as a preference and lead generation tools
- Strong interest in business development and sales strategies.
- Excellent written and verbal communication skills.
Proficiency in use of Microsoft Office Suite (Word, Excel, PowerPoint).
- Additional Preferred Experience, Education, etc.

Preferred Qualifications:

- Bachelor's degree in business, marketing, or related field
- Experience in sales, marketing, or business development.
- Basic understanding of data analysis and reporting.
- Understanding of digital marketing concepts and tools.
- Basic design abilities or experience in simple design tools like Canva.
Strong analytical and problem-solving skills.
- Ability to work independently and collaboratively in a hybrid setting.
- Detail-oriented with a focus on quality and accuracy.
- Enthusiastic and proactive attitude toward learning and development.

Pay Range

Minimum \$27.30, Midpoint \$32.50, Maximum \$37.70

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

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

Contact

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