

## Business Development Manager - Part-Time Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=259557>

Downloaded On: Jul. 12, 2025 5:03am

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

<b>Job Title</b>	Business Development Manager - Part-Time
<b>Department</b>	University College
<b>Institution</b>	Tufts University Medford, Massachusetts
<b>Date Posted</b>	Jul. 10, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff Director/Manager Part-Time/Temporary Staff
<b>Academic Field(s)</b>	Institutional Advancement Graphic Design/Marketing Communications/Public Relations
<b>Job Website</b>	<a href="https://jobs.tufts.edu/jobs/22061?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys">https://jobs.tufts.edu/jobs/22061?lang=en-us&amp;iis=Job+Board&amp;iisn=AcademicKeys</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Overview

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,

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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](https://universitycollege.tufts.edu) to learn more.

### What You'll Do

Tufts University College (UC) is launching a new business development strategy aimed at expanding its external partnerships, generating new revenue streams, and enhancing its engagement with industry, government, and nonprofit sectors. The Part-Time Business Development Manager will play a foundational role in shaping and implementing this strategy. This individual will report to University College's Partnership Development Director and will collaborate closely with members of University College leadership to design partnership models, identify market opportunities, and pilot new initiatives that align with the institution's mission and long-term goals.

### Essential Functions:

- Identify, initiate, and cultivate relationships with potential partners for joint programs, continuing education, and customized training that align with University College's strategic growth plan and partner goals.
  - o Collaborate with the Partnership Development Director to engage with C-level and senior executives to scope, design, and secure new partnerships, ensuring alignment with their organization's needs.
  - o Deliver in-person meetings and events, such as tabling at conferences or preliminary partner meetings in collaboration with program teams.
- Manage partner and client stewardship
  - o Oversee contact cadences, drafting and sending mailings, newsletters, blogs, and other related activities.
  - o Prepare internal briefings, strategy documents, and external-facing materials to support partner engagement.
  - o Manage content library for partnership tool kits, including communication templates, content, and checklists to address individual partner needs to support marketing efforts for these programs.
  - o Leverage CRM functionality to surface and apply insights from interactions, data, and outreach efforts to optimize stakeholder engagement and support data-driven decision-making.
- Co-develop and implement a new business development strategy in collaboration with UC senior leadership.
- Conduct and leverage market scans and opportunity assessments to identify industries, sectors, and partners aligned with institutional priorities and partnership opportunities; adapt offerings to meet the needs of organizations.
- Establish and implement systems to effectively track pipeline development, engagement outcomes, and KPIs related to partnership activities in CRM and other systems.
- Define and implement scalable processes and tools for long-term business development operations in collaboration with the Partnership Development Director.
- Manage partnership with UC marketing team to co-create marketing efforts including content creation and research into existing internal and external content for program promotion.

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### What We're Looking For

#### Basic Requirements:

- Knowledge and experience typically acquired by: 5+ years of experience in business development, strategic partnerships, or related work.
- Bachelor's degree in Marketing, Higher Education Administration, Communications, or a related field.
- Demonstrated success in launching or contributing to new strategic initiatives.
- Strong proficiency in use of Microsoft Office Suite (Word, Excel, PowerPoint).
- Prior experience with a CRM system, particularly HubSpot or similar.
- Excellent written and verbal interpersonal and communication skills; comfort engaging with a variety of stakeholders, including executives and senior leadership.
- Ability to create clear and concise communications to be shared by partners with their communities in marketing of University College offerings
- Self-starter with the ability to work independently in an entrepreneurial setting.
- Strong organizational and project management skills.

#### Preferred Qualifications:

- Experience in or strong understanding of higher education ecosystems.
- Experience configuring a CRM system, including collaborating with technology colleagues to use CRM systems to address emerging business needs
- Familiarity with program development, continuing education, and/or applied research partnerships.
- Master's degree in a relevant field (e.g. MBA, MPA, Higher Education).
- Design skills in Canva or similar

**Please note this role is half time and the salary will be pro-rated.**

### Pay Range

Minimum \$79,600.00, Midpoint \$99,600.00, Maximum \$119,500.00

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

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### **Contact Information**

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

### **Contact**

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