

Job Description

Job Title:	Director, Marketing and Business Development
Department:	Mechanical and Mechatronics Engineering
Reports To:	Chair, Mechanical and Mechatronics Engineering
Jobs Reporting:	Co-op student
Salary Grade:	USG 12
Effective Date:	October 2018

Primary Purpose

The Director ensures that the department works closely with key stakeholders, both internal and external, to advance the strategic research priorities of the department. This includes the promotion of external relationships with industry and government partners to secure partnerships with the Department. The Director will develop and participate in the administration of a strategic plan for research promotion and external relations for MME and will be responsible for interfacing with the Faculty of Engineering. The Director will be expected to source and nurture industry research partnership leads that may arise from targeted outreach, or through a diverse network including faculty members, industry associations, other university departments (e.g. Advancement, Co-op), and direct industry requests. The Director will communicate and promote the research partnerships between these groups and MME faculty, staff and students through integrative marketing and communication initiatives.

Key Accountabilities

Identify potential industry partners and develop strategic plan for research

- Develop a strategic plan for research promotion and external relations targeting corporate, government, industry, and academia partnerships
- Source, research, and analyze corporate mandates to assess a company's suitability as a research partner
- Cultivate, develop and procure research partnerships independently and through collaboration with MME Faculty
- Create new contacts and build strong relationships, nationally and internationally, with corporations, industry and other key stakeholders
- Coordinate campus visits, workshops, and other events to provide industry and government opportunities to connect with MME researchers and research groups
- Organize and coordinate the Department's presence at events related to our large research initiatives with industry and government
- Coordinate and deliver, as needed, presentations to corporations, government and industry
- Assist in responding to inquiries, (Departmental, Faculty and University levels), from corporations, government and industry about research activity within the Department
- Maintain relationships with corporations, government and industry through coordination and presence at campus visits, special events and announcements and general information exchange about Departmental research initiatives

Collaborate with Internal University Stakeholders

- Collaborate with the Chair and Associate Chair, Research in MME, the Faculty of Engineering - the Office of the Associate Dean, Research and External Partnerships, the Director of Planning and Communications, and the Director of Advancement

Job Description



- Actively participate in regular Departmental meetings, as well as meetings with the Chair and Executive Committee
- Work in close collaboration with other Industrial Liaison Officers, Waterloo Commercialization Office (WatCo), other Office of Research staff, and staff and faculty associated with specified faculties and departments across campus
- Encourage and help facilitate cross-departmental links, interdisciplinary research, collaborative partnerships, and knowledge-mobilization activities
- Establish working relationships with UW Co-operative Education, Career Services Office, Office of Research, and others as required
- Participate in monthly Faculty of Engineering communications team meetings for information and resource sharing across the Faculty

Create and implement comprehensive marketing plan

- Create and implement a comprehensive marketing plan to promote large departmental research initiatives to industry, government, corporations and academic institutions (other than UW), to enhance initiatives within the Faculty of Engineering and to actively market and increase the visibility of the Department and its faculty members with these agencies
- Develop, recommend and co-ordinate internal marketing, promotion and financial management strategies for Departmental research activity involving grant, contract, government and industrial research funds
- Provide leadership to the Departmental Web Development Team and provide functional direction to staff involved in these activities, where applicable
- Raise the profile of the Department by planning and implementing marketing and communications initiatives
- Develop strategies to promote research achievements and recognition both inside the Department and to external agencies
- Communicate and promote the research partnerships with MME faculty, staff and students

Undertake special projects

- As assigned by the Chair of MME

Required Qualifications

Education

- Graduate degree in business or engineering; Master of Business Administration degree strongly preferred

Experience

- 10+ years' experience in business or research administration
- Experience in an academic institution preferred
- Effective communication skills (both written and oral), including the ability to prepare and deliver presentations to large, diverse audiences
- Ability to be an articulate advocate for the department in research promotion and external relations
- Exceptional negotiating skills, situational awareness, and ability to compromise with competing priorities
- Outstanding interpersonal skills, including the ability to manage both internal and external relationships
- Must be comfortable working with students, faculty researchers, business, industrial, and governmental communities, and senior executives from small, medium and large multinational corporations

- Extraordinary project management ability, including motivation, leadership, mentorship, conflict management, and intervention
- Outstanding critical thinking and decision-making skills
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues
- Ability to exercise judgement, balance competing demands, build consensus, and foster teamwork among a variety of stakeholders
- Strong leadership and organizational skills
- Ability to work with confidential information
- Strong computing capabilities using Microsoft Office and internal data sharing software
- Knowledge of UW policies, procedures and guidelines would be an asset

Nature and Scope

- **Contacts:** Internally, this position has interaction which is broad, extensive and complex. The incumbent must liaise with senior leadership including the Chair, Associate Chair, and Executive Committee in MME, Research in MME, Engineering faculty and staff, the offices within the Faculty of Engineering, UW Co-operative Education, Career Services Office, Office of Research, and others as required. Externally, this position will have significant senior contacts across Canada and internationally with academics, industry and government organizations and will be involved with highly sensitive, confidential matters that are critical to the success of the department.
- **Level of Responsibility:** This position is solely responsible for the development of research partnerships and raising the profile of the MME department. This job has specialized work with minimal supervision. Management of risk is a critical element of the position.
- **Decision-Making Authority:** Must be capable of making decisions independently, of knowing when to escalate matters to the Chair of MME, and of contributing positively and creatively to discussions around strategic decisions to be made at the Executive Committee level. Makes decisions on timelines, budget allocation, staffing resources to meet stated objectives.
- **Physical and Sensory Demands:** Minimal demands typical of a senior leadership position operating within an office environment. This role involves travelling across campus and away from campus to consult with partners.
- **Working Environment:** This role involves moderate psychological risk resulting from stress and/or interactions with faculty for whom research is a personal and life-time commitment, and who may be demanding or emotional at times. This role involves networking and will have occasional travel and may be required to travel across Canada and internationally resulting in unusual hours and deals with challenging and stressful people situations including managing project teams and people through change and resolving conflicts.