

## Job Description

<b>Job Title:</b>	Business Development Manager
<b>Department:</b>	WatSPEED
<b>Reports To:</b>	Managing Director, Client Partnerships
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 14
<b>Effective Date:</b>	November 2021

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### **Primary Purpose**

WatSPEED is an academic support unit responsible for developing and delivering professional, corporate, and executive training to industry, government, and other external partners. WatSPEED works with partners including companies, professional associations, and government agencies to assess training needs for employees and/or members and then works closely with UW faculty members, departments, schools, institutes, and centres, and occasionally, third parties, to develop applicable non-credit content for the professional marketplace.

Reporting to the Managing Director Client Partnerships, the Business Development Manager is responsible for initiating, cultivating, developing, and securing new and strategic business-to-business (B2B) partnerships for WatSPEED and to provide on-going relationship management with existing clients to grow and expand these partnerships.

The Business Development Manager will support in the development of, and execute on sales strategies for WatSPEED, through targeted outreach or through a diverse internal and external network including faculty members, industry associations, other university departments (e.g., Advancement, Co-op), and direct industry requests.

This individual will work closely with the WatSPEED programs team and contracts manager, supporting early-stage contract discussions and project scoping activities necessary to align client and faculty expectations.

### **Key Accountabilities**

#### **Identify potential industry partners**

- Develop and implement an ongoing strategy for the identification, prospecting, and stewardship of external partners and potential clients that will lead to the development and delivery of executive or custom B2B training opportunities.
- Foster strategic relationships with key external partners to develop long-term client relationships and to establish WatSPEED as a trusted and essential provider of corporate training opportunities.
- Attend and organize appropriate meetings and events to promote the University of Waterloo's capabilities and to interact with potential sponsors, clients, or partners.
- Respond to requests from industry and the University's extended network and outreach apparatus (including Co-op, Advancement, Institutes, etc.).
- Proactively target sectors or companies where there is high potential for strategic engagement.

## Job Description

### **Maximize value for industry partners and for the University**

- Identify collaboration or strategic opportunities and support development of proposals as required
- Cultivate an awareness of federal, provincial, private funding opportunities that support or require industry participation and support WatSPEEDs growth
- Negotiate initial key terms and conditions of partnership agreements and, accordingly, have a detailed and extensive knowledge of the academic and professional education environment as well as University policies and practices governing professional education, ownership of intellectual property, and industry engagement
- Secure industry investment and client partnerships
- Work with units across campus to secure long-term partnerships that enhance WatSPEED and the University

### **Marketing**

- Provide market insights and assessments for WatSPEED informing business-to-consumer (B2C) programming strategies
- Work closely with WatSPEED's marketing to advance the visibility and profile of the University through organization of events, meetings, and workshops to increase the sales funnel of prospective clients
- Work with communications staff to plan and implement effective communication strategies for enhancing UW's profile in the private sector, including securing industry permission and participation
- Coordinate and deliver, as needed, presentations to corporations, government, and industry groups
- Represent University and Faculty competencies, from across campus, to external organizations

### **Collaboration with internal and external partners**

- Develop deep knowledge of the UW campus capabilities and interests of Faculties
- Work with Faculties and UW units to help them contextualize their expertise in respect of private sector interests and needs
- Work in close collaboration with the outward facing units across campus including Research Partnerships, Research Centres and Institutes, Co-op, Advancement, Incubators, and other units across campus
- Ensure the satisfaction of internal and external partners through regular communication and feedback mechanisms, identifying new opportunities for engagement, and areas where customized UW services could be developed
- Anticipate and resolve problems or dissatisfactions that may arise to the Client's satisfaction
- Connect, collaborate, and build beneficial relationships with external organizations and stakeholders at the local, national, and international level to further WatSPEED's objectives on behalf of the University
- Assist WatSPEED's program development team and instructors with aligning content in response to Client needs
- Lead client discussions, qualifying opportunities, conducting early stage needs assessments, initiating contract negotiations and engaging WatSPEED's program managers and contracts manager as appropriate.

### **Special projects**

- Undertake Special Projects as assigned by the Managing Director, Client Partnerships WatSPEED or the Associate Vice-President Innovation

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess, and correct health and safety hazards, as required.*

### **Required Qualifications**

#### **Education**

- Master's degree or equivalent experience. PhD or MBA would be an asset.

#### **Experience**

- 5+ years of relevant experience in business development, corporate and professional training, technical sales, in a private or public organization. Direct experience in a university-industry liaison role would be an asset.
- To conduct needs assessment and gap analysis for partners
- Experience within an academic, corporate, or start-up innovation environment
- Experience in performing needs and gap analysis for clients, leveraging a variety of strategies including sourcing, researching, and analyzing corporate mandates or industry/sectoral trends to assess a company's suitability as potential client or partner
- Sales or client management experience is an asset
- Experience managing a diverse client portfolio, measuring and monitoring key performance indicators to evaluate and optimize sales and client management strategies.
- Familiarity with an academic or corporate executive and professional training environments

#### **Knowledge/Skills/Abilities**

- Detailed and extensive knowledge of the academic research & professional development environment
- Knowledge of University policies and practices governing ownership of intellectual property an asset.
- Demonstrated proactive leadership skills, strong project- and time-management, attention-to-detail, and problem-solving skills are required
- Ability to "think on your feet" in respect of managing relationships and complex negotiations with creativity, especially when faced with challenging situations or personalities
- Team player who thrives in an environment of exchanging information and ideas, and who will support other members of the WatSPEED team to meet collective goals
- Outstanding oral and written communication and interpersonal skills, including excellent presentation skills and the ability to be an articulate advocate for WatSPEED and the University in promotion and external relations
- Outstanding client management focus for internal and external clients
- Ability to follow technical discussions to identify appropriate faculty members, or business units in respect of industry interests
- Excellent negotiation and customer relations skills, and the ability to adapt to the complex and changing University, Industry, and Government environments
- Ability and confidence to communicate effectively with all faculty members, including academic administrators such as Deans, Chairs, and Associate Deans, from a variety of disciplines within all six Faculties, as well as with University senior administration, staff, and students.
- Ability and confidence to communicate effectively with all industrial partners, including executive leaders, technical, administrative, and contract staff
- Ability to understand and promote the aspirations of WatSPEED and to balance the often conflicting requirements of industry partners, university faculty members, and institutional priorities and policies
- Ability to work with confidential information

## Job Description

- Ability to work independently and in a collaborative team environment, and the capacity to work effectively and efficiently in a complex, fast-paced and changing environment with numerous deadlines and priorities
- Strong analytical skills, accurate data interpretation and the ability to integrate report data from various sources
- Strong technical background, is an asset in dealing with companies and academics in this role
- Strong understanding of executive education and custom/curated training
- Knowledge of numerous areas of the university that relate to WatSPEED's mission and services, including research, Co-op, Advancement, incubators, and others is an asset.

### Nature and Scope

- **Contacts:** Broad range of contacts with industry, in particular senior leaders at companies, University faculty members, Faculty senior leadership, and senior leaders many areas of university administration (e.g., Advancement, University Relations, Co-op, Accelerator Centre, Velocity), colleagues in the Office of Research, Chairs, Deans, and Associate Deans.
- **Level of Responsibility:** Significant responsibility in managing relationships with key individuals at large corporate partners and multiple stakeholders at the University including senior leadership and faculty members.
- **Decision-Making Authority:** Proposing contract terms, dealing with sensitive situations as they arise, with potentially strategic relationships on the line.
- **Physical and Sensory Demands:** This role involves desk and computer work and frequent travel.
- **Working Environment:** This role includes frequent local, domestic, and international travel, and after-hours attendance at networking and corporate functions. At times there may be a heavy workload, and exposure to stressful situations.