



## **JOB DESCRIPTION**

### **Business Development Manager**

**POSITION TYPE:** Full Time with benefits

**REPORTS TO:** Director of Operations

**WORK LOCATION:** Central Michigan University Research Corporation, Multiple Great Lakes Bay Region locations

#### **POSITION SUMMARY:**

The Business Development Manager will be the frontline on management recruitment and retention of tenants and clients; and lead for coordination, implementation, execution, and completion of specific programs and projects ensuring consistency with company strategy, commitments and goals.

#### **JOB REQUIREMENTS:**

##### **EDUCATION**

Bachelor's Degree in Business Administration or equivalent 3 years qualifying experience

##### **SPECIFIC DUTIES:**

Progress the vision of assigned startup companies by implementing marketing/business development plans to targeted markets. Responsibilities include:

- Research, plan, develop, and implement business strategy
- Assist early stage companies in business development including but not limited to finance, HR, organizational and operational standard operating procedures.
- Conduct market research and assist in market analysis.
- Assist in preparation of investor pitches, utilizing online platforms and delivery.
- Engage clients to help create and accelerate their business
- Supply chain management, business model development, and revenue models.
- Provide connectivity between professional service providers and client companies
- Conduct Surveys for Michigan Economic Development Corporation Track project deliverables using appropriate tools
- Achieve company set goals and deliverables
- Attend events as necessary
- Additional duties as assigned by the Director of Operations

**INTERNAL:** Will work under and closely with the CMURC President & CEO but will also align with the broader direct and indirect CMURC team.

**EXTERNAL:** Will interface broadly across a wide spectrum of business and association staff at all levels. This will include current clients, potential start-up companies/associations, other regional colleges and universities, other private sector enterprise incubation centers, entrepreneurial projects & private sector businesses.



#### **POSITION REQUIREMENTS and DEMONSTRATED SKILLS/KNOWLEDGE:**

- Strong work ethic
- Drive and motivation
- Detail oriented
- Ability to create and follow processes
- Good business acumen
- Strong communication skills, both verbal and written
- Ability to work in and build a team
- Able to work independently but within strategic framework
- Can handle many projects/assignments at the same time

#### **OTHER REQUIREMENTS:**

- Must be efficient at utilizing computer-based tools to accomplish tasks.
- Travel, mandatory weekends, and nights
- Efficient at email and cell communication

#### **TECHNOLOGY:**

- Calendar and Email: Microsoft Outlook
- Customer Relationship Management System: Salesforce
- Microsoft Office Suite: Excel, PowerPoint, Word

#### **CENTRAL MICHIGAN UNIVERSITY RESEARCH CORPORATION (CMURC)**

CMURC is a not-for profit organization located on the South side of CMU's campus, CMURC is a leader in advancing economic development in the Great Lakes Bay Region by leveraging the resources of Central Michigan University, the Mt. Pleasant SmartZone and its local, regional and State-wide partners to accelerate the success of entrepreneurs, thereby growing businesses and jobs.

Learn more about CMURC at [www.cmurc.com](http://www.cmurc.com).

The Central Michigan University Research Corporation is an equal opportunity employer and is committed to equal opportunity without regard to race, religion, color, sex, age, national origin, citizenship, disability or any other basis of discrimination prohibited by applicable local, state or federal law.

In addition to compliance with federal EEO statutes, the Central Michigan University Research Corporation complies with applicable state and local laws governing nondiscrimination. This policy applies to all terms and conditions of employment, including but not limited to the following:

- Recruitment, hiring, placement, transfer, promotion, and demotion;
- Training, development, and educational assistance;
- Compensation and benefits;
- Educational, social, and recreational programs;
- Discipline;
- Termination of employment.



Employment decisions, subject to the legitimate business requirements of the Central Michigan University Research Corporation, are based solely on the individual's qualifications, merit, behavior and performance.