



## **JOB DESCRIPTION**

### **Business Development Associate**

**POSITION TYPE:** Part Time

**WORK LOCATION:** Central Michigan University Research Corporation, 2625 Denison Drive, Mount Pleasant, Michigan 48858

#### **POSITION SUMMARY:**

The Business Development Associate must be an energetic self-starter who can quickly grasp a startup company's vision, develop specific tactical plans and begin implementation upon appropriate approvals. The candidate must be resourceful and able to develop a well-defined time management process in order to progress the vision of assigned companies.

Responsibilities include:

- Conduct market research
- Assist in preparing business plans, funding applications, and investor presentations
- Determine current manufacturing, logistical and marketing issues
- Assist in determining product pricing and revenue models
- Brainstorm and develop ideas and strategies for assigned companies

#### **POSITION REQUIREMENTS:**

- Education in business/marketing, engineering, or finance, with experience relating to new business development, marketing or sales
- Student in good standing progressing towards degree

#### **DEMONSTRATED SKILLS/KNOWLEDGE:**

- Strong communication skills, both verbal and written
- Ability to work as part of a team
- Able to work independently but within strategic framework
- Good business acumen
- Willing to learn and ask questions
- Can handle many projects/assignments at the same time
- Strong organizational skills
- Project management skills
- Can handle many projects/assignments at the same time

#### **OTHER REQUIREMENTS:**

- Must be efficient at utilizing computer-based tools (PC, I-room, Excel) to accomplish tasks and communicate with others.
- Light travel
- Efficient at email and cell communication

The above is intended to describe the general content of and requirements of the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

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

CMURC is a not-for profit organization designed to provide CMU faculty members and students with applied research opportunities and be the single point of contact for industry and other external organizations interested in leveraging the intellectual and physical assets located within Central Michigan University.

Located on South side of CMU's campus in the SmartZone District, CMURC is a leader in advancing economic development in the 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.

To apply for this position, send a cover letter and resume to Human Resources at [cmurc@cmich.edu](mailto:cmurc@cmich.edu), or 2625 Denison Drive, Mt. Pleasant, MI 48858.