

Job Description Posting

(For Positions in CAW Local 555, Unit 1)

The content of the Job Description Posting is set and is aligned with the Job Description. The Hiring Manager may add a brief description of the work unit or project, assets, and any additional information that is important for the applicants to know. A Recruit and Position Form and an electronic copy of the Job Description Posting must be submitted to the appropriate Human Resources Office to post a vacancy.

JD #	JD00381
Pay Grade:	8
Title:	Business Development Analyst
Unit/Project Description: <i>For Department use only.</i>	<p>CanChild is a research centre at McMaster University dedicated to generating knowledge and transforming lives of children and youth with developmental conditions and their families. The hub of an academic network of international scientists, CanChild is embedded within the School of Rehabilitation Science and the Department of Pediatrics at McMaster.</p> <p>CanChild is seeking a Business Development Analyst to join its team. Equipped with strong marketing and communication skills, business acumen, relationship cultivation abilities, and a passion to make a difference in the lives of children with disabilities and their families, this position will play key role in driving forward the centre's revenue generation initiative. As part of CanChild's Revenue Generation Team, functions of this role will include (but are not limited to): developing and implementing marketing strategies to promote CanChild's products and services to external stakeholders; working in close partnership with the McMaster Industry Liaison Office on preparing CanChild products for commercialization and custom licensing agreements; tracking revenue including sales through the CanChild Shop; coordinating requests to translate CanChild products; and leveraging opportunities within e-health, including electronic health records and app.</p>
Job Summary:	Responsible for supporting the University Research and Technology transfer activities and supports the development of collaborative relationships between the University, public, and private sector. Requires knowledge of business fundamentals and a scientific field.
Purpose and Key Functions:	<ul style="list-style-type: none"> • Meet with faculty, staff, researchers, and students to discuss their research and inventions with commercial potential and legal protection issues related to created intellectual property. • Evaluate new disclosures by searching scientific literature and world patent databases for commercial potential. • Develop materials to support funding opportunities, including but not limited to, commercialization sections in grant applications. • Create due diligence reports by comparing the features of new technology with the claims of patents that might be related. • Gather and compile information required to create marketing materials and develop business plans. • Conduct market research and prepare reports on the commercial potential and application of new technology. • Create and deliver presentations on a variety of topics, including but not limited to, intellectual property and emerging technologies. • Provide recommendations on patent and commercialization strategies. • Coordinate and facilitate meetings between various parties interested in a specific technology.

- Participate in and coordinate promotional events.
- Update and maintain database information.
- Attend and participate in department meetings.
- Respond to inquiries from internal and external colleagues and collaborators.

Supervision:

Requirements:

- Bachelor's degree in relevant scientific field.
- Master's degree in Business Administration or related field.
- Requires 1 year of relevant experience.

Assets:

For Department use only.

Additional Information:

The successful applicant will have experience working in a research, health care or university environment. S/he will have marketing and promotion experience; financial acumen and budgeting experience; excellent written and oral communication skills; the ability to interact professionally with a wide range of people both inside and outside the university on sensitive and confidential issues; a demonstrated ability to organize and coordinate multiple tasks and work activities with an attention to detail and quality outcomes; proven ability of taking initiative to plan and problem solve work activities; excellent organization and time management skills; the ability to learn new systems and an interest in the technical side of health/health measurement