JOB DESCRIPTION - Business Development and Marketing Intern
Job Code: 9105 (Stanford Graduate Student Employee)
Exemption: Non-exempt

The Stanford Office of Technology Licensing (OTL) is seeking Stanford Graduate Students to join their Business Development and Strategic Marketing group to develop targeted marketing campaigns.

Graduate students who are interested in pursuing practical experience in applying advanced science education with business development skills and who can commit 10-18 hours per week for one year will benefit from this internship opportunity. As an Intern, you will have the opportunity to draft abstracts, conduct market research and patent analysis for Stanford’s intellectual property.

About Stanford OTL

OTL was established in 1970 to manage the intellectual property assets of Stanford University. OTL's mission is to encourage effective technology transfer for the public benefit as well as generating royalty income to benefit research and education at Stanford. We evaluate, market, and license technology owned by the University, as well as negotiate sponsored research and other contracts with industry. OTL is one of the country's most active offices in the field of technology transfer from the university to industry. Our staff, most of whom are professionals engaged directly in licensing, manages over 3,000 active inventions. OTL recently relocated to our new Stanford Redwood City campus in July 2019. The new campus brings together 2,700 staff in a collaborative environment that reflects Stanford’s culture and mission. The campus offers amenities such as onsite cafes and a dining pavilion, a high-end fitness facility with an outdoor pool, and a childcare center for Stanford families.

JOB PURPOSE:

Work closely with companies, Business Development and Marketing (BDM) Group, Technology Licensing Associates (TLAs) and Stanford inventors to conduct technology marketing activities in support of commercialization of Stanford's inventions.

CORE DUTIES*:

- Correspond with faculty and coordinate with TLAs and BDM to draft, refine, publish and otherwise distribute marketing abstracts.
- Conduct market research to evaluate invention portfolio, including competitive intelligence analysis, identification of partnering opportunities, and launch of targeted marketing campaigns.
- Collaborate within the BDM to engage with inventors, TLAs, other Stanford stakeholders, and conference organizers to prepare for industry partnering events.
- Participate in the development and production of the OTL marketing materials. (i.e., posters, pitch decks, handouts, brochures)
- Aid in OTL’s integrated marketing communication channels (i.e., web, print, email, social media, events) which leverage the brand strategy.

* - Other duties may also be assigned
MINIMUM REQUIREMENTS:

Education & Experience:

Minimum Qualifications: Students enrolled in a graduate degree program focusing on Physical Sciences or Life Sciences

Work Hours and Environment:
- 10-18 hours/week with a one-year commitment to OTL.
- Work remotely after the first month on-site training on the Stanford Redwood City campus.

Knowledge, Skills and Abilities:
- Excellent oral and written communication skills.
- Strong attention to detail, combined with the ability to understand strategic business goals.
- Excellent judgment to know when to elevate unusual cases to more experienced colleagues.
- Proven ability to manage a high-volume workload and a multitude of constantly changing priorities in a fast-paced environment.
- Demonstrated ability to take initiative, prioritize workload, follow up to ensure timely responses, meet deadlines, and work both independently and as an effective member of a team.
- Demonstrated ability to use complex databases, word processing and spreadsheet software.

PHYSICAL REQUIREMENTS*:
- Frequently perform desk-based computer tasks, seated work and use light/fine grasping.
- Occasionally stand, walk, use a telephone, lift, carry, push, pull objects that weigh up to 10 pounds, write by hand.

* - Consistent with its obligations under the law, the University will provide reasonable accommodation to any employee with a disability who requires accommodation to perform the essential functions of the job.

WORKING CONDITIONS:
- Occasional work on evenings and weekends
- Less than 50% FTE and work no more than 980 hours during the calendar year for all job assignments

WORK STANDARDS:
- Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.
- Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.
- Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, http://adminguide.stanford.edu.

If you’re interested in this position, please send your resume and cover letter to Ying-Li Chen, MBA (ying-li.chen@stanford.edu), Senior Manager, Business Development and Strategic Marketing.