JOB DESCRIPTION

Technology Marketing Specialist (Part-Time)

Job Family: Compliance Legal
Job Series: Technology Licensing
Job Code: 4499
Grade: G
Exemption: Non-exempt
Effective/Revision Date: 06/01/2019
Job Series Matrix URL: View PDF

The Posse Team (Part-Time Technology Marketing Specialists) consists of 6 part-time members working remotely. Their mission is to execute marketing campaigns by writing abstracts then researching and identifying the best potential licensees for Stanford’s technologies. These abstracts are marketed on OTL’s Techfinder website. http://techfinder.stanford.edu/search

4 members have advanced degrees (MS, MBA, PhD) in their respective fields, with 2 focused on Life Science (Bio) technologies and the other 2 focused on Physical Science technologies. In addition, they work on special projects such as industry market research, patent analysis, and year-end projects. 2 additional members hold BA degrees and work on contact database management as well as other special projects.

The skill sets required are unique and are best met by recruiting candidates nationally. They are casual, hourly workers and work an average of 10-18 hours a week. This program was launched in 2005, thus going on its 14th year. For reference, the posse completed 280 marketing campaigns during calendar year 2018. The team has low turnover rate (average length of tenure is about 5-7 years) thus less training requirements, and deeper expertise to market new technologies.

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:

With limited supervision, conduct technology marketing activities in support of commercialization of Stanford’s inventions. Work closely with companies, Business Development and Marketing (BDM) Group, Technology Licensing Associates (TLAs) and Stanford inventors.
CORE DUTIES*:

- Triage and track incoming inquiries for information on Stanford inventions. In coordination with inventors, TLAs, and BDM Group, respond to queries resulting from a marketing campaign; follow up with targeted companies to solicit responses to marketing campaigns.
- Correspond with faculty and coordinate with TLAs to draft, refine, publish and otherwise distribute marketing abstracts. Aid in the creation of marketing collateral (e.g., posters, pitch decks, handouts, brochures).
- Provide domain expertise on one or more marketing channels and educate faculty and OTL staff as needed.
- Establish and maintain electronic records for all marketing activities, including company responses. Maintain and update OTLs marketing contacts. Query database and produce reports to help OTL better understand the value of each marketing channel.
- Collaborate within the BDM Group 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 Annual Report and other marketing materials as needed.
- Contribute to the development and implementation of process improvements.
- Proactively follow and enhance Standard Operating Procedures for the Business Development and Marketing Group and collaborate with other OTL groups as needed to meet OTL’s goals.

* - Other duties may also be assigned

MINIMUM REQUIREMENTS:

Education & Experience:
Bachelor’s degree and one year of experience in marketing new technologies, or a combination of education and relevant experience. A technical degree in Physical Sciences or Life Sciences or direct experience with new technologies is a plus.

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.

Certifications and Licenses:
None

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, writes 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 (ying-li.chen@stanford.edu), Senior Manager, Business Development and Strategic Marketing.

Thank you!