

Position Summary

Employee Details

Employee First Name:
 Employee Last Name: Open Position
 Employee ID:

Classification

Payroll Title: ANALYST III
 Payroll Title Code: 7236
 Job Group: B08
 Overtime Eligible:
 (FLSA) Exempt
 Employee Relations Unit:
 (Bargaining Unit) 99
 Representation: Uncovered
 Salary Grade: 3

Position Description

Position Number:
 (Assigned when added to Library) 02012701
 Dept: TECHNOLOGY TRANSFER CENTER - 061801
 Position: INTELLECTUAL PROPERTY MARKETING ANALYST
 HEERA/Union Representation: This position is not represented by a collective bargaining unit

IMMEDIATE SUPERVISOR

Supervisor Name: Barbara Boczar
 Supervisor Payroll Title: DIR ASC
 Supervisor Phone Number: 530-754-8606

POSITION DETAILS

Job Summary: Under direction of the Associate Director of InnovationAccess, the Intellectual Property Marketing Analyst will coordinate and facilitate technical and scientific communications with industry and faculty as part of a multifaceted scientific and technical marketing communications program to promote licensing of UC Davis inventions.

Campus Job Scope:

Department Specific Job Scope: InnovationAccess is a unit of Technology Management and Corporate Relations (TMCR). The goal of TMCR at UC Davis is to help transform today's research and development into tomorrow's

successful businesses, ensuring that nascent technologies emerging from campus research will be the seed for tomorrow's successful products, services and economic development. InnovationAccess provides services that connect research to the marketplace and is focused specifically on protecting and commercializing intellectual property as well as fostering entrepreneurship within the campus community.

Positions Supervised:

N/A

75% TECHNOLOGY MARKETING

- Coordinate and facilitate scientific and technical communications with industry and inventors for the marketing of UC Davis technologies in collaboration with Intellectual Property Officers ("IPOs").
- Work with IPOs to develop non-confidential descriptions of UC Davis Technologies, and post on UC Davis and other websites.
- Review and assess with IPOs, commercial opportunities (including commercial potential, market size and market dynamics) for incoming invention disclosures in a range of technologies (including agricultural, veterinary, biomedical, and engineering), using information collected and analyzed from a number of sources.
- In collaboration with the IPOs keep current and maintain non-confidential technology-specific marketing materials highlighting the commercial applications of inventions.
- Using technical/scientific background and knowledge, and in collaboration with others in TMCR develop and maintain database of potential licensees, including contact information.
- Prepare and send marketing solicitations, perform individualized follow-up, and record relevant industry responses.
- In conjunction with IPOs, develop license term sheets for subject technologies by researching target markets, comparable deals, competitive products and commercial business plans using available online resources.
- Update and maintain, in collaboration with UCOP, and campus IT, internal marketing databases, including custom software.
- Interface closely with the OR Corporate Relations, Venture Catalyst units, and other Office of Research staff as needed.

Essential Responsibilities:

25% ADVANCED ANALYTICAL ASSIGNMENTS

- Expand potential marketing targets by identifying and tracking new companies, new technical interests of existing companies, and new company contacts along with updating and maintaining the marketing database to reflect this.
- Collaborate with IPOs to draft, negotiate and execute confidentiality agreements (CDAs), material transfer agreements (MTAs), and/or test agreements in order to provide confidential information and/or materials in response to industry requests.
- Prepare reports on marketing activities.
- Research and produce complex statistical, analytical and database reports and presentations regarding material transfer, patenting and licensing activity as requested.
- Be responsible for preparing monthly, quarterly, and annual reports, or as requested by management, related to technology transfer activities.
- Provide technical information and reports to campus faculty and administrators, using the internal database (Patent Tracking System - PTS) and various other software tools.
- Provide support on special projects including PowerPoint presentations, and marketing brochures.

Physical Demands:

- Sit at a computer desk and view monitor for extended periods of time.
- Lift multiple files or boxes of materials weighing up to 15 lbs, with the use

of hand cart/dolly.

-Extended use of office phone depending on workload (headset available)

-Work in an open cubicle area.

-Restricted vacation during peak periods.

-Work flexible schedule to meet operation needs.

Work Environment:

-Travel on and off campus, at times on short notice.

-UC Davis is a smoke and tobacco free campus effective January 1, 2014. Smoking, the use of smokeless tobacco products, and the use of unregulated nicotine products (e-cigarettes) will be strictly prohibited on any UC Davis owned or leased property, indoors and outdoors, including parking lots and residential space.

Background Check Required:

This position is a critical position and subject to a background check. Employment is contingent upon successful completion of background investigation including criminal history and identity checks.

Yes

QUALIFICATIONS

-Experience communicating scientific research, and/or science-based products, services, or technologies.

-Experience in one or more scientific fields.

-Skills to develop and maintain databases from a variety of reference/resource material.

-Writing, proofreading, and editing skills to prepare marketing materials, professional correspondence and reports.

Minimum Qualifications:

-Interpersonal and communication skills to effectively communicate with faculty, staff and external business and professional contacts.

-Analytical skills to apply diverse sources of information and techniques to develop solutions that address IP marketing challenges.

-Experience utilizing all MS Office Suite applications or equivalent application/software products and conducting research via the web.

-Organizational skills to effectively prioritize tasks, respond to changing deadlines and manage multiple projects at the same time.

Preferred Qualifications:

-Advanced degree in a scientific field and/or equivalent combination of education and work experience.

-Experience with marketing and customer relationship management tools databases, including SalesForce.

-Familiarity with UC policies and practices.

-Experience with technical intellectual property agreements.

-Experience presenting technical or complex information to internal and external stakeholders, UC personnel, licensees and industry representatives.

SIGNATURES

Employee

I have read this position description and understand its contents.

Date

Supervisor

This position description accurately describes the essential responsibilities assigned to this position..

Date

Department Head

This position description accurately describes the essential responsibilities assigned to this position..

Date