

Position Description

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Report Run Date	May 24 2019 2:45PM
Position Number:	02012701
Dept:	TECHNOLOGY TRANSFER CENTER - 061801
Position:	INTELLECTUAL PROPERTY MARKETING ANALYST
Approved Payroll Title Code:	6237
Approved Payroll Title:	INTELLECTUAL PROPERTY OFCR 2
Approved MSP Salary Grade:	
Approved PSS Salary Grade:	PSS23
POSITION DETAILS	
Job Summary:	<p>Under direction of the Executive Director or Associate Director of InnovationAccess, and in coordination with the Executive Director of Venture Catalyst, the Intellectual Property Marketing Analyst will work closely with campus leadership, faculty, administrative units and external constituents to 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, technologies and technology-enabled startups.</p> <p>With significant independence the Intellectual Property Marketing Analyst is responsible for generating reports, presentations, collateral materials and company profiles from complex information and datasets, as well as independent primary research where appropriate, and update, support and maintain detailed databases of knowledge related to both corporate partners and campus inventors and innovators.</p> <p>Will develop unique business and communication materials targeted at specific external audiences internal within UC policies and guidelines and in the furtherance of ITC objectives.</p>
Campus Job Scope:	
Department Specific Job Scope:	<p>InnovationAccess is a unit of Innovation & Technology Commercialization (ITC) within UC Davis Office of Research. The goal of ITC at UC Davis is to help transform today's research and development into tomorrow's successful businesses, ensuring that nascent technologies and innovation emerging from campus research will be the seed for tomorrow's successful products, services and economic development.</p> <p>InnovationAccess provides services that connect research to the marketplace through and licensing and corporate engagement and is focused specifically on protecting and commercializing intellectual property as well as fostering innovation within the campus community.</p> <p>InnovationAccess is the companion unit to Venture Catalyst, and provides services that are focused on protecting intellectual property developed by campus inventors and managing the licensing of the IP that supports university technologies. InnovationAccess is responsible for determining the best path, in conjunction with Venture Catalyst, for commercializing technologies developed at the university and for negotiating the most</p>

	effective licensing and commercialization agreements with companies that it identifies as the most likely vehicles for transforming university research into commercial and societal impact.
Positions Supervised:	N/A
Essential Responsibilities:	<p>65% TECHNOLOGY MARKETING AND COMMUNICATIONS</p> <ul style="list-style-type: none"> -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 IA and other ITC knowledge leaders to identify the marketable and most salient features of campus technologies so as to amplify the impact of non-confidential descriptions of UC Davis Technologies developed by IPOs -Post disclosures on UC Davis /university websites and identify other sites and venues for greatest and most targeted visibility for university technologies being actively marketed -In collaboration with the IPOs and Venture Catalyst staff, keep current and maintain non- confidential technology-specific marketing materials highlighting the commercial applications of specific university inventions -Prepare and send marketing solicitations, perform individualized follow-up, and record relevant industry responses. -Identify and develop new marketing channels for effective marketing of university technologies, innovations and inventors -Identify and develop new media approaches to effective marketing of university technologies, innovations and inventors -Review and assess with IA and Venture Catalyst team members, 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. -Collaborate with OR and campus communication teams to develop and implement strategies to enhance understanding of university technology commercialization resources, processes and services, on campus and externally -Communicate with campus researchers and faculty regarding content of materials to be shared with industry. -Produce content and collateral materials for communications in support of technology licensing, including reports, brochures, annual report content and slide decks. -Adhere to UC Davis policies and guidelines regarding written and graphic communications and media relations. <p>35% ANALYTICAL RESEARCH AND DATA MANAGEMENT</p> <ul style="list-style-type: none"> -In collaboration with IA and Venture Catalyst staff, develop and maintain database of potential licensees, including contact information, leveraging Salesforce and other software tools. -In collaboration with IPOs and Venture Catalyst, develop and maintain up-to-date database of potential licensees, including contact information. -Conduct research with the ability to pull data from multiple information systems, perform complex data analysis and translate data into reports, summaries and presentations to be shared within ITC and other campus units. -Coordinate, track and generate reports of licensing engagement data using ITC's customer relationship management platform, Salesforce -Conduct targeted research on companies which may be strategic targets for licensing and facilitate management and internal communication of responses to industry questions and feedback -Prepare reports on marketing activities.
	-Sit at a computer desk and view monitor for extended periods of time.

Physical Demands:	<ul style="list-style-type: none"> -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 Environment:	<ul style="list-style-type: none"> -Work in an open cubicle area. -Restricted vacation during peak periods. -Work flexible schedule to meet operation needs. -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:	Yes
QUALIFICATIONS	
Minimum Qualifications:	<ul style="list-style-type: none"> -Experience communicating scientific research, and/or science-based products, services, or technologies. -Interpersonal and communication skills to interact and communicate efficiently, effectively and cordially both orally and in writing with both internal and external audiences; manage sensitive or difficult situations diplomatically within InnovationAccess and across campus. -Experience with development of marketing materials and website content. -Experience working with faculty, staff and leadership from a variety of disciplines and skills to function as a team player at a complex research university. -Demonstrated writing, editing and proofreading skills to produce correspondence that reflect the high standards and professionalism of the department, including preparing information for diverse audiences and purposes -Analytical skills to collect, analyze and summarize data from a variety of sources, and to translate data into summaries and presentations. -Computer skills to prepare word processing documents, create PowerPoint presentations, develop spreadsheets, establish and maintain databases, respond to electronic mail, maintain electronic calendars, and navigate the internet in completing tasks. -Organizational and time management skills to coordinate many details of multiple projects simultaneously, and to work in a fast-paced environment. -Bachelor's degree and/or equivalent technical skills/experience in science, engineering or business.
Preferred Qualifications for Selection:	<ul style="list-style-type: none"> -Advanced degree in science, engineering or business. -Experience coordinating and planning business meetings and representing the Office at events; and flexibility in dealing with multiple individuals and competing demands. -Experience working with sensitive and highly confidential information and to chart a path for problem resolution. -Experience using database and website content managements systems, such as Salesforce. Knowledge of business engagement within a large, institutional setting. -Knowledge of UC Davis' mission and the University's organization, operations and policy issues -Knowledge of the campus' present and emerging research and scholarship strengths of interest to potential industry partners. -Knowledge of business development and licensing from private sector perspective.

-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