

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name: TBA

Position Title: Business Developer - Research

Payband: I

Position Code/Number (if applicable): TBA

Location: Frost

Scheduled No. of Hours: 35 per week

Appointment Type: x 12 months Less than 12 months (please specify # months: _____)

Supervisor's Name and Title: Mary Lou McLean, Manager, Office of Applied Research & Innovation

Completed by: Mary Lou McLean

Date: February 2, 2023

Signatures:

Incumbent:

Date:

(Indicates the incumbent has read and understood the PDF)

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements of the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements.**

Position Summary

Provide a concise description of the overall purpose of the position.

The Business Developer – Research, is responsible for both securing of new industry partnerships and developing existing industry and community partnerships for the research centres at the College. The position will maintain positive working relationships between the partners and the College, continually seek and secure new partnerships and opportunities for engagement in funded research and innovation projects, and participate in activities that contribute to fostering growth of these partnerships.

Through the promotion of the research centres, the successful candidate will identify opportunities for collaborative applied research and development projects with small and medium sized business, industry, community partners, non-profits, and government organizations; promote awareness among business, industry, community and government (or quasi-governmental) funders of applied research and development expertise at the research centres; facilitate access to the technical expertise and resources at the college as needed, and within research partnerships and consortia, create and maintain a database of current provincial, federal and other research funding opportunities and assist with identifying and writing grant funding proposals.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p><u>Business Development</u></p> <ul style="list-style-type: none"> • Secures new industry partnerships by promoting the research and innovation services and capabilities of the research centres • Engages in business development activities with existing business, industry and community partners and keeps a record of all activities, including tracking calls and referrals • Ensures the value proposition is clear to prospective partners through various communication methods and by assisting with departmental and industry sector events as required • Conducts basic market analysis to provide market data and leads to the VPARI and research centres • Supports the growth of the research and innovation portfolio at the research centres through promotion, engagement, and consultation with existing partners • Maintains full knowledge of current funding programs available in the broader market and helps identify the changing and emerging competency needs of the research centres to meet industry needs • 	60%
<p><u>Relationship Development</u></p> <ul style="list-style-type: none"> • Monitors opportunities with existing industry and community partners to identify further research opportunities in conjunction with funding availability • Responds to external inquiries and provides accurate information related to further research partnering opportunities • Helps create discussion drafts/fact briefs to use as a basis for team consultations 	25%
<p><u>Outreach Coordination</u></p> <ul style="list-style-type: none"> • Working collaboratively with college Marketing, promotes and markets all activities of the research centres • Co-ordinates all external industry/community experiences with the research centres including external site visits, visiting guests, functions, ceremonies and events • Coordinates all outreach events pertaining to internal and external research activities including the annual Research Expo, trade shows, and other industry events • Ensures all event requirements adhere to College policies and relevant legislation 	10%

Other related duties as assigned	5%

* To help you estimate approximate percentages:

- | | | |
|---------------------|---------------------|---------------------|
| ½ hour a day is 7% | 1 hour a day is 14% | 1 hour a week is 3% |
| ½ day a week is 10% | ½ day a month is 2% | 1 day a month is 4% |
| 1 week a year is 2% | | |

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the position and specify the field(s) of study. Do not include on-the-job training in this information.

- Up to High School
- Trade certification
- Post graduate degree (e.g. Masters) or 4 years degree plus professional certification
- Doctoral degree
- 1 year certificate
- 3 year diploma / degree
- 4 year degree or 3 year diploma / degree plus professional certification
- 2 year diploma

Field(s) of Study:

Business, Science Technology Engineering & Math (STEM), Biology, Environmental Sciences

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

- No additional requirements
- Additional requirements obtained by course(s) of a total of 100 hours or less

- Additional requirements obtained by course(s) of a total between 101 and 520 hours
- Additional requirements obtained by course(s) of a total of more than 520 hours

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of year of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

- Less than one (1) year
- Minimum of one (1) year
- Minimum of two (2) years
- Minimum of three (3) years
- Minimum of five (5) years
- Minimum of eight (8) years

Minimum of five (5) years	Minimum of five years' experience working in industry or a post-secondary institution. Knowledge of provincial and federal research funding programs is required. Strong written communication skills required.

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

	#1 regular & recurring
Key issue or problem encountered.	Incumbent meets with industry partner to discover their pain point and/or innovation challenge
How is it identified?	Innovation challenge is identified through discussions with the industry partner, independent research, and consultations with research scientists
Is further investigation required to define the situation and/or problem? If so, describe.	Incumbent discusses the potential work with potential project team (research scientist and industry partner) in order to identify the work that the College can undertake in order to help the industry partner close their innovation gap.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	After consultations with researchers, along with independent research, the incumbent presents an option to the industry partner that the College can deliver upon.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	VPARI, Research Scientists, Program Officers from funding agencies. Funding guidelines.

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered	Industry partner contacts the incumbent to complain about the delays with a research project.
How is it identified?	Through industry partner.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes, incumbent would first discuss with the research manager responsible for the specific research centre and then they would meet with the project team (centre manager, research scientists, research technologists) to identify the reason for the delays.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Incumbent and manager discusses the delay with research team to determine the cause of delay and come up with a solution to keep the project moving. Incumbent would communicate the solution with the industry partner and at that point would consider revising the Research Services Agreement bases on a potentially new timeline.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	Research Services Agreement, researchers working on the project, subject matter experts on the industry partner's team who are participating in the research.

#3 regular & recurring

Key issue or problem encountered	Incumbent has secured a new, potentially long term research partner however the partner is reluctant to contribute the required cash matching requirement to the research project.
How is it identified?	In discussions with the partner
Is further investigation required to define the situation and/or problem? If so, describe.	Yes, the incumbent would need to assess various funding sources and models to make the best match for the new partner.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

There are myriad funding sources available for applied research, all with different cash leveraging requirements and target industries. Incumbent would look into all funding sources and assess which might be the best fit, taking into consideration: the cash commitment required, how quickly a funding proposal could be submitted, the turnaround time for an award, the likelihood of receiving funding and the resources available to conduct the research. The incumbent may also look at finding a way to begin a smaller project using internal research funds if they are available.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Funding websites
Funding guidelines
OARI project tracker

3. Analysis and Problem Solving

#1 occasional

Key issue or problem encountered

A completed survey by a partner suggests that the partner wasn't satisfied with the results of a research project.

How is it identified?

Partner surveys are completed by industry partners after a project

Is further investigation required to define the situation and/or problem? If so, describe.

Yes, incumbent would speak to the industry partner directly to gather more information as well as the research team

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Once information is gathered from the industry partner and the research team, the incumbent would speak to the VP, Research & Innovation to assess next steps.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Past practices, VP, Applied Research & Innovation

#2 occasional

Key issue or problem encountered

How is it identified?

Is further investigation required to define the situation and/or problem? If so, describe.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring	
List the project and the role of the incumbent in this activity.	In conjunction with their manager, the incumbent is responsible for creating and executing an annual business development plan for each research centre
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Incumbent must have experience creating a business plan, setting goals and measuring metrics and milestones. Because the business plans will be different for each research centre, incumbent must be able to work with different teams in different areas of research and re-prioritize as needed.
List the types of resources required to complete this task, project or activity.	Manager Research Staff Business Plan templates Prior research metrics
How is/are deadline(s) determined?	Deadlines are determined at the direction of the incumbent's manager
Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.	The incumbent would determine if changes to the business plan are needed. For example, if a specific research centre has met their business plan targets in the first six months of the year, the incumbent would re-set their focus on the other research centres.

4. Planning/Coordinating

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Incumbent attends networking events and meetings organised on and off college campuses. Incumbent would be required to present and promote the research expertise at the college to external companies interested in doing research with the college. Incumbent presents research work using working software prototypes, presentation slides and any supporting marketing material. Incumbent also answers specific technical questions about the research being presented, questions from potential partner companies about the research facilities at the college and potential ways for companies to conduct research with the college.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Presentation skills, communications skills, ability to present research work to a wide audience convincingly

List the types of resources required to complete this task, project or activity.

Event brochure and materials, company background research, comfort with networking with a broad audience, including researchers, industry partners and funding agencies

How is/are deadline(s) determined?

Deadlines are determined by event organizers

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Incumbent follows the guidelines set out by the event organizers

#3 regular & recurring

List the project and the role of the incumbent in this activity.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

List the types of resources required to complete this task, project or activity.

How is/are deadline(s) determined?

[Empty dashed box for #3 regular & recurring section]

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.



4. Planning/Coordinating

#1 occasional

List the project and the role of the incumbent in this activity.

Incumbent is responsible for implementing and overseeing a CRM (customer service management) system for the research centres at the college.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Incumbent should be familiar and have worked with different CRMs and have experience implementing and using this type of system.

List the types of resources required to complete this task, project or activity.

Speaking with other users in the industry, internet searches, reading reviews, speaking to vendors

How is/are deadline(s) determined?

Deadline is determined by goals set out in the Business Plan.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

This would be determined by the incumbent as the CRM is developed and in use. For example, if, after using the CRM for 6 months, it may be determined that other modules or users are required to make it more fully functional.

#2 occasional

List the project and the role of the incumbent in this activity.

Plans and organizes events to promote applied research at the college, such as the annual Research Expo, trade shows and other industry events. The incumbent would be responsible for working with both the research office and internal college departments to plan the content/sessions for these events, including organizing speakers, creating invitation lists for internal and external attendees and being the lead organizer.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Event planning and execution skills, networking, promotion, creative brainstorming for sessions.

List the types of resources required to complete this task, project or activity.

VP, Applied Research & Innovation, researchers, scheduling, mailing lists, ability to coordinate both in person events.

How is/are deadline(s) determined?

Research Annual Planning calendar, academic calendar

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Incumbent in collaboration with the VP, Applied Research & Innovation and possibly other Fleming departments. For example, if a weather event causes the in-person event to be cancelled, the incumbent would be required to have a plan to hold the event virtually.

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Occasional	Level	Example
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	Incumbent would communicate potential new opportunities to VP, Research and to Research Managers and Scientists.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete specific tasks.	Incumbent orients new industry partners to funding models and engagement with colleges
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities	
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom he/she has the responsibility to demonstrate correct processes/procedures or provide direction.	
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.	

6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?	
Regular and Recurring	Occasional (if none, please strike out this section)
Incumbent is asked to seek out new industry partnerships. This is done by independently seeking out industry events and conferences that would be appropriate for the specific partnerships they are looking for. The incumbent would be expected to independently attend these events and drum up new business partnerships for research.	

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (if none, please strike out this section)
Budget would determine how often, and which events the incumbent could attend. Past events could determine which events are worth attending.	

How is work reviewed or verified (eg. Feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)
Feedback from researchers and research managers	

6. Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?	
Regular and Recurring	Occasional (if none, please strike out this section)
Promotion of applied research through social media. Due to the technical aspect of research, incumbent would verify any social media content with appropriate researchers.	

Describe the type of decisions that would be decided in consultation with the Supervisor.	
Regular and Recurring	Occasional (if none, please strike out this section)
Objectives contained in the Business Plan that the incumbent develops	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (if none, please strike out this section)
While attending industry events and conferences, incumbent would be required to make decisions as to which companies they should spend their time promoting the college.	

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

Information on the service		Customer	Frequency (D, W, M, I)*
How is it received?	How is it carried out?		
External company is interested in conducting research at the college and reaches out to a Scientist at one of the research centres	Scientist schedules a meeting with interested company and incumbent. In a series of meetings, incumbent discusses the company's business and technical needs and determines how an applied research project can be started with the company. If required, incumbent also contacts program officers at funding agencies to determine the company's eligibility for various research funding programs.	Companies across Canada	D, W

Support Staff PDF

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* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M, I)*
Exchanging routine information, extending common courtesy	Discussing new industry partner leads with research managers and scientists	Research managers, Research Scientists	D, W
Explanation and interpretation of information or ideas	Discussing funding models and options with industry partners	Industry partners	W
Imparting technical information and advice	Presenting and promoting research expertise at the college	Industry events, conference attendees	M
Instructing or training			
Obtaining cooperation or consent	Verbal and written communications with industry partners to persuade industry partners to enter into research agreements with the college	Industry partners	W,M
	The incumbent collaborates regarding the scope of research proposals with college researchers. In consultation with the researchers, the incumbent determines the available funds to carry out the project. For fee-for-service contracts, in consultation with college researchers, the incumbent will discuss and establish the cost of the research contract. Depending on the industry partners budget, there are situations when the incumbent will have to collaborate with and persuade college researchers in order to get them to take on the project within the proposed budget.	Business and technical staff at partner companies	W,M

Support Staff PDF

Negotiating			
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* D = Daily W = Weekly M = Monthly I = Infrequently

9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Sitting at computer	D			X	X		
Walking, standing	D		X		X		
Lifting boxes and presentation materials	I	X			X		

* D = Daily W = Weekly M = Monthly I = Infrequently

If lifting is required, please indicate the weights below and provide examples.

- Light (up to 5 kg or 11 lbs)
- Medium (between 5 to 20 kg or 11 to 44 lbs)
- Heavy (over 20 kg or 44 lbs)

Conference material set up, banners, boxes of materials

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (eg. up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (eg. multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Preparing Research Services Agreements	M		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Preparing Business Plans	I			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input type="checkbox"/> Usually <input type="checkbox"/> No				

Can concentration or focus be maintained throughout the duration of the activity? If not, why?

- Usually
- No

* D = Daily W = Weekly M = Monthly I = Infrequently

11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)		
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input type="checkbox"/> smelly, dirty or noisy environment		
<input checked="" type="checkbox"/> travel	Incumbent travels to industry partner sites, conferences and trade shows (avg 3 days/week)	W
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

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