

# M&P OCCUPATIONAL GUIDELINE

## JOB FAMILY: BUSINESS DEVELOPMENT Level B, Pay Grade 8

<b>LEVEL DEFINITION</b>	This level covers positions that identify, evaluate and propose new business opportunities that provide a service to the University and its community.
<b>TYPICAL RESPONSIBILITIES</b>	May include: assisting with the development of strategic business plans; evaluating business plans; carrying out studies to identify opportunities and products that will improve business effectiveness; communicating with and where possible negotiating fees with business providers; planning advertising and promotional campaigns; researching, devising and implementing marketing strategies.
<b>DECISION MAKING /LEVEL OF ACCOUNTABILITY</b>	Recommendations and decisions contribute to the development of new programs.
<b>SUPERVISION RECEIVED</b>	Works under general direction with considerable autonomy; results are subject to general review on completion.
<b>SUPERVISION EXERCISED</b>	May supervise junior staff and student employees.
<b>MINIMUM QUALIFICATIONS</b>	Undergraduate degree in a relevant discipline. Minimum of five years of related experience in an appropriate business specialization, or the equivalent combination of education and experience.

Updated May 14, 2007