



<h1>MPP POSITION DESCRIPTION</h1>

Department: College of Business Administration
Working Title: Director of Business Development
Time Base: 1.0
Class Code: 3312
Position Number: 00005756
MPP Job Code: No64

Position Reports To: Dean, CoBA
Classification: Administrator II
Range Code: 1
Exempt or Non-Exempt: Exempt
Last Update: 4/16/2024

PURPOSE OF POSITION:

The Director of Business Development reports to the Dean of the College of Business Administration (CoBA) and is responsible for initiating, developing and cultivating relationships with organizations in support of the college’s strategic goals. Manages and grows the portfolio of business, non-profit, education, and local/federal organizational partners to create student learning and engagement opportunities, Senior and Master’s Experience projects being a priority. Leads CoBA’s engagement with regional professional and community organizations. Service areas include San Diego County and other counties matching student enrollment growth including Riverside and Orange Counties. Develops revenue in support of Senior Experience and community-based Student Success programs.

MAJOR RESPONSIBILITIES:

	<u>% of Time</u>
1. Leadership/Management	10%
2. Strategic Planning	10%
3. University/Community Partnership	65%
4. Functional Oversight Management	15%

LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:

1. **LEADERSHIP/MANAGEMENT:**
 Acts as a change champion. Leads courageously by addressing difficult issues. Works to resolve issues at the peer level and takes measures to mitigate future issues. Supports and moves new initiatives forward. Identifies current and future challenges and proposes effective solutions. Understands what issues require a “sense of urgency” and handles accordingly. Ensures confidentiality around sensitive issues. Facilitates an environment that motivates, empowers, and inspires commitment from employees. Assumes good intent with one another and work on the premise of trust. Demonstrates commitment to creating and sustaining a diverse and inclusive workforce. Provides clear direction. Communicates effectively and with purpose. Creates and implements methods for improving individual and team performance. Builds effective teams committed to organizational goals. Works with a spirit of collaboration, inclusion, respect and collegiality. Takes ownership of issues and demonstrates accountability. Creates an environment in which employees are recognized for their accomplishments and contributions to the success of the team. Builds competence in others through effective coaching, performance management and mentoring. Supports and encourages professional and career development for employees. Fosters a culture of support and success for new hires by utilizing effective onboarding methods. Understand the university’s mission and vision and how the College of Business Administration work activities and goals support the mission. Ensures cross-divisional support and participation. Recognizes, understands, and appreciates different roles across the institution. Identifies and calls advocacy behavior. Speaks and advocates with one common voice. Determines, effectively allocates, and coordinates resources.

2. **STRATEGIC PLANNING:**
 As a strategic partner, recommends and implements long and short-term strategic plan goals and operational plans for the College of Business Administration. Ensures College of Business Administration goals align with and support the overall mission of the university. Motivates and encourages commitment to achievement of strategic plans. Effectively communicates the strategic initiatives. Accomplishes strategic goals for the College of Business Administration.

3. **UNIVERSITY/COMMUNITY PARTNERSHIP:**
 As a member of the campus community, ensures a community focused strategy to support the university’s mission. Identifies and anticipates community needs. Builds effective strategic alliances internally and externally. Collaborates with business

partners in the achievement of university goals that support the university's mission. Initiates and develops strong working relationships with the community. Recognizes the importance of collective strength, knowledge, and information. Actively solicits and acts upon feedback. Develops and implements solutions. Successfully negotiates through persuasion. Gains support and commitment from others. Works to find common ground and group consensus. Takes the necessary measures to solicit and influence internal and external support. Demonstrates commitment to diversity.

4. **FUNCTIONAL OVERSIGHT MANAGEMENT:**

Responsible for implementing and contributing to the achievement of CoBA's community partnership strategic plan. This includes initiating, developing, and cultivating new and existing relationships with organizations and generating opportunities in support of the college's strategic goals in the areas of student learning, employment, engagement, and societal impacts. Effectively manages relationships with business, non-profit, education, local/federal organizational partners, and others as needed. Leads CoBA's engagement with regional professional and community organizations. Participates in college, university, professional, community, and other stakeholder meetings and events, and builds and maintains relationships with related leadership and representatives. Builds and provides support and coordination of relationships in regional areas that match student enrollment growth including San Diego (primarily), Riverside, and Orange Counties.

Cultivates opportunities from relationships. Priorities include: (1) recruitment of projects for the Senior Experience Program, the FEMBA and SMBA Master's Experience Programs, and other programs as needed, (2) career, internship, and other experiential learning opportunities for CoBA students, (3) sources for fulfillment of guest speaking, networking nights, advisory councils, and other CoBA engagement needs, and (4) revenue, donor, and other financial support for Senior Experience and community-based Student Success programs.

SUPERVISION OF OTHERS:

This position does not directly supervise staff.

PURPOSE AND NATURE OF WORK RELATIONSHIPS:

Daily/weekly interaction with business and community members, students, faculty across the University as well as within the college, and alumni.

REQUIREMENTS OF POSITION:

1. List education and experience required

- Bachelor's degree in business administration or related field **plus** five years of progressively responsible management experience which includes a minimum of 4 years leading and/or supervising the work of others,; or an equivalent combination of education and experience.
- Relevant work experience that demonstrates a comprehensive knowledge of various aspects of the functional areas of business, i.e. business development, accounting, finance, systems, marketing, management, and/or operations.
- Experience with advanced computer and digital technology skills.

Preferences

- i. Demonstrated commitment and ability to advance the University's goals in the areas of diversity and inclusive excellence.
- ii. Master's degree or Doctorate degree in related field
- iii. Relevant experience in multiple areas of business and organizational operations
- iv. Work experience in an academic setting, ideally Public Higher Education
- v. Experience leading the development of new external organizational relationships or sales relationships in the successful achievement of KPIs and growth
- vi. Hands-on experience with technology tools like CRM and digital marketing software/services

2. List knowledge, skills, and abilities required for this position.

- Leadership/Vision:
 - Commitment to CSUSM's mission and goals as a student-centered university dedicated to teaching excellence and active learning with a university first perspective and a customer focused strategy.

- Ability to establish a clear and understandable vision for the College of Business Administration and for Business Development, engage the university community in the implementation of the vision, and build the operational components to execute the vision.
- Ability to lead and enable groups of people across the University spectrum to face challenges and achieve results in complex conditions.
- A commitment to diversity, inclusiveness and access in all areas of the university.
- Management / Conflict Resolution / Problem Resolution / Initiative / Continuous Improvement:
 - Successful experience managing a complex organization.
 - Experience building and managing an effective world-class team dedicated to organizational goals and high performance.
 - Experience with directing, supervising, motivating and inspiring others; measuring the performance of people, teams and organizations, and assessing performance and progress.
 - Familiarity with collective bargaining and administering corrective action as appropriate in a collective bargaining environment.
 - Ability to develop and support on-going learning and professional development for staff, managers and emerging leaders.
 - Ability to lead courageously by addressing difficult issues.
 - Ability to prioritize and handle issues based on sense of urgency and importance of the issues.
 - Ability to ensure confidentiality around sensitive issues.
 - Ability to initiate and support innovation with creativity, openness to change, flexibility, responsiveness, and future focus.
 - Ability to apply quality management techniques of continuous improvement and employee involvement to assess and improve services, promote campus culture and build teams.
 - Ability to identify current and future challenges and propose and implement effective solutions.
 - Experience making effective decisions with sound analytical ability, good judgment and strong operational focus.
- Communication:
 - Excellent oral and written communication skills.
 - Ability to communicate effectively and with purpose to a variety of audiences.
 - Successful negotiation and persuasion skills.
- Strategic Planning / Goal Setting:
 - Experience in strategically supporting growth and/or change.
 - Experience creating and implementing long and short-term goals.
 - Experience in determining and coordinating resource allocations.
 - Ability to collaborate with multiple entities to plan and accomplish the objectives set forth in the university's strategic master plan, coordinating ongoing multiple large and complex projects from conception to completion in a centralized and highly regulated environment.
 - Ability to find solutions that result in prudent decisions, to promote mutual satisfaction and positive action, and to develop imaginative approaches to achieve individual, unit and institutional strategic initiatives.
 - Ability to apply forward-thinking and creative thought with high ethical standards to develop strategic vision.
- Teamwork / Collaboration:
 - The ability to work effectively and build strong alliances internally and externally with a broad range of individuals to bring the university community together around shared goals.
 - Ability to recognize, understand, and appreciate different roles across the institution.
- Functional Area Expertise:
 - Demonstrated experience in business development and leadership, preferably in a variety of industries.
 - Demonstrated leadership in academic environments.
 - Demonstrated experience in management consulting, in a variety of business industries, spanning from small to large organizations.
 - Demonstrated experience in providing excellent customer relationship management.
 - Demonstrated experience in managing both internal and external relationships with a variety of constituents.

3. **List machines, tools, equipment, and motor vehicles used in the performance of the duties**
 - Standard office and communication equipment.
4. **List unique working conditions**
 - Occasional overnight travel.
5. **Other Employment Requirements**
 - The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in [CSU Executive Order 1083 Revised July 21, 2017](#) as a condition of employment. Limited Reporter
 - This position is a "designated position" in the California State University's Conflict of Interest Code. The incumbent in this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission. This position is required to file the Form 700 under disclosure category:2
 - This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.
 - Must participate in required campus trainings including, but not limited to, Sexual Harassment Prevention training "EDU Supervisor: Anti-Harassment, Discrimination, Retaliation"; Information Security Awareness Training; and Sexual Violence Awareness and Prevention "EDU: Eliminate Campus Sexual Misconduct".

REQUIRED UNIVERSITY COMPLIANCE TRAINING

This position will require adherence to University compliance training such as:

- Conflict of Interest & Ethics Training
- Sexual Harassment Prevention Training

PHYSICAL EFFORT, MENTAL EFFORT AND ENVIRONMENTAL FACTORS

Check the appropriate box for each of the following items which most accurately describes the extent of the specific activity performed by this employee on a daily basis.

PHYSICAL EFFORT

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Sitting				X	
2. Standing		X			
3. Walking		X			
4. Bending Over		X			
5. Crawling	X				
6. Climbing	X				
7. Reaching overhead		X			
		X			
8. Crouching					
9. Kneeling		X			
10. Balancing	X				
11. Pushing or pulling		X			

16. Driving cars, trucks, forklifts and other equipment
 17. Being around scientific equipment and machinery
 18. Walking on uneven ground

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
12. Lifting or carrying					
A. 10 lbs or less		X			
B. 11 to 25 lbs	X				
C. 26 to 50 lbs	X				
D. 51 to 75 lbs	X				
E. 76 to 100 lbs	X				
F. Over 100 lbs	X				
13. Repetitive use of hands/arms					X
14. Repetitive use of legs	X				
15. Eye/hand coordination					X

Yes No

	X
	X
	X

MENTAL EFFORT

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Directing others			X		
2. Writing					X
3. Using math/calculations					X
4. Talking					X
5. Working at various tempos					X
6. Concentrating amid distractions					X
7. Remembering names					X
8. Remembering details					X
9. Making decisions					X
10. Working rapidly					X
11. Examining/observing details					X
12. Discriminating colors				X	

ENVIRONMENTAL FACTORS

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Inside					X
2. Outside	X				
3. Humid	X				
4. Hazards	X				
	X				
5. High places	X				
6. Hot	X				
7. Cold	X				
8. Dry	X				
9. Wet	X				
10. Change of temp	X				
	X				
11. Dirty	X				
12. Dusty	X				
13. Odors	X				
14. Noisy	X				
15. Working w/others					X
16. Working around others					X
17. Working alone		X			

SIGNATURES

The last sheet for any staff job description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee, the supervisor's signature, and all pertinent administrative personnel.

Employee

Print Name: _____

Signature: _____

Date: _____

Appropriate Administrator (MPP)

Print Name: _____

Signature: _____

Date: _____

Dean/Department Head/Director/AVP (Optional)

Print Name: _____

Signature: _____

Date: _____

Vice President: (Optional)

Print Name: _____

Signature: _____

Date: _____