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| West Chester University Logo | **WEST CHESTER UNIVERSITY**  **invites applications for the position of:**  **18-31 Business Development Manager (Temporary, Manager 170) – Academic Affairs** |

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| **SALARY:** | Depends on Qualifications |
| **OPENING DATE:** | 08/14/2017 |
| **CLOSING DATE:** | Continuous |
| **POSITION SUMMARY:** | |
| Join a vibrant campus community whose excellence is reflected in its diversity and student success.  West Chester University of Pennsylvania's Department of Continuing Professional Education invites applicants for the position of Business Development Manager. This is a one-year appointment and is renewable dependent upon continued satisfactory performance and/or funding.  The Business Development Manager is responsible for generating and managing new business opportunities with corporate clients and community organizations seeking non-college credit courses. Incumbent will extend WCU’s reach by attracting business clients that are ineligible to receive grant funding for educational enrichment, i.e., WEDnet PA. This position will report to the Director of Continuing Professional Education.  Primary duties: develop, execute maintain a comprehensive web, email and print marketing plan utilizing search engine optimization methods, social media and other promotional tools to increase CPE’s sales revenue and client base.  Responsibilities:   * Develop and maintain an online marketing plan for generating sales leads via email campaigns and other media tools for clients seeking continuing educational courses * Follow-up on sales leads to increase client base and close sale, specifically to corporations not participating with the PA state training grant * Integrate sales process seamlessly into lifecycle of training event * Coordinate all aspects of training with client and instructor to include customized requests * Maintain a high level of responsiveness to clients during training lifecycle * Promote and maintain non-credit offerings on CPE’s website and calendar via Omni and 25Live software * Develop and update targeted marketing campaigns online for optimum click-through results * Develop other forms of media advertisements as needed * Conduct and participate in feasibility studies for new course offerings * Aid CPE Director with WEDnet, PA’s management information system, adhering to stringent deadlines * Collaborate promotional activities within WCU and outside agencies to build relationships * Track and report marketing efforts and successes monthly * Collaborate with faculty and instructors to create and maintain online Course Descriptions * Participate with instructor searches and interview process * Driver's license and occasional evening and weekend hours required * Other duties as they arise | |
| **MINIMUM QUALIFICATIONS:** | |
| * Bachelor's degree is required, preferably in Marketing or related discipline. Other fields of study will be considered with proven sales track record. * Intermediate level experience with managing email campaigns, CRM, Excel, analytics, SEO and social media applications. Working knowledge or ability to learn: 25Live, SCALA (digital display), SharePoint, Omni, Publisher, ISAAC (WEDnet PA training grant). * Excellent communication and organization skills are essential. Candidate must be a self-starter, possess integrity, flexibility and work cooperatively with all levels of management. This position requires the individual to work both independently and as a team member in a fast paced, competitive environment. | |
| **SPECIAL INSTRUCTIONS:** | |
| Salary is dependent upon qualifications and experience. Applicants must successfully complete interview process to be considered as a finalist.   Apply by on-line application at <http://agency.governmentjobs.com/wcupa/default.cfm>   Electronic submission allows for cover letter and resume attachments (required).  References with contact information will be required prior to interview. Review of applications will begin immediately and continue until the position is filled.   Developing and sustaining a diverse faculty and staff advances WCU's educational mission. The University is an equal opportunity, affirmative action employer encouraging diversity. Women, persons of color, veterans, and persons with disabilities are encouraged to apply.    ***All offers of employment are subject to and contingent upon satisfactory completion of all pre-employment criminal background and consumer reporting checks.*** | |