

**Marketing Associate - Intellectual Property
LSU Agricultural and A&M College**

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Posted Jan. 23, 2023, set to expire Nov. 10, 2023

Job Title	Marketing Associate - Intellectual Property
Department	East Baton Rouge Parish
Institution	LSU Agricultural and A&M College Baton Rouge, Louisiana
Date Posted	Jan. 23, 2023
Application Deadline	Feb. 28, 2023
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Agricultural - General
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Job Description	

POSITION VACANCY ANNOUNCEMENT

Work Location:LSU Agricultural Center, Baton Rouge, LA 70803

Position Description: The Intellectual Property Marketing Associate within the LSU AgCenter Office of Sponsored Programs and Intellectual Property will be responsible for doing market research and conducting assessments on new scientific discoveries and inventions developed by LSU AgCenter faculty. Additionally, the Marketing Associate will handle outreach efforts on those discoveries to external parties. Daily work may include drafting nonconfidential summaries, intellectual property (IP) website updating, promotion, and maintenance, email, social media, or other outreach campaigns and coordinating the logistics for promotional events. Contract writing and negotiation will also be required, as the candidate will also draft non-disclosure agreements (NDAs) and material transfer agreements (MTAs) to facilitate the initiation of university/industry partnerships. Other duties could be assigned

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depending on interest and office needs. This position requires comprehensive knowledge of written communication skills and through knowledge of oral communication skills, general contract knowledge, the ability to work independently in a team setting, and an internal drive for success.

Responsibilities:

- Marketing IP to external parties
- Website development and maintenance
- Drafting and negotiating NDAs/MTAs
- Assessment of inventions, including completing comprehensive scoring rubrics for such inventions
- Drafting Non-confidential summaries
- Outreach to potential partners through mediums such as email, phone, and social media
- Event Logistics for promotional events as needed

Qualifications Requirements: A bachelor's degree in agriculture, food science, business or science related field required. 1 to 2 years of relevant technology transfer or business experience preferred.

Salary and Benefits: Salary will be commensurate with education and experience. The LSU AgCenter has an attractive benefits package with a wide variety of benefit options. Current benefits offered include retirement, multiple medical insurance options, supplemental insurances (dental, life, long-term disability, accident, vision, long-term care, etc.), Tax Saver Flexible Benefits Plan (saves tax dollars on some child care and medical expenses), university holidays (14 per year, typically includes a week off at Christmas), generous annual (vacation) and sick leave benefits, Employee Assistance



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Program, and possible educational leave and tuition exemption for coursework at campuses of the LSU System. Specific benefits depend on job category, percent effort and length of employment.

Date Available: Upon completion of the selection process.

Application Deadline: February 28, 2023 or until a suitable candidate is identified.

Application Procedure: Apply online at <https://lsu.wd1.myworkdayjobs.com/LSU> (or through Workday for internal applicants) by attaching cover letter, resume, official university transcripts, and contact information for three references. Paper, faxed or emailed application materials will not be accepted, except that in lieu of attaching the recommendation letters online, they may be sent directly to:

Wade Baumgartner

Associate Vice President, Strategic Initiatives

104 Efferson Hall

Baton Rouge, LA 70803

Email: wbaumgartner@agcenter.lsu.edu

Phone: 225-578-7742

Website: lsuagcenter.com

The LSU Agricultural Center is a statewide campus of the LSU System and provides equal opportunities in programs and employment. An Equal Opportunity/Affirmative Action Employer.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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