



SOUTH EASTERN UNIVERSITY OF SRI LANKA

UNIVERSITY BUSINESS LINKAGE CELL

Accelerating Higher Education Expansion and Development Operation

WALK-IN-INTERVIEW

Business Development Executive (on Contract)

University Business Linkage (UBL) is a dedicated body operating to promote research, development, innovation, and commercialization of research outcomes from the university to industry and vice versa. The UBL, South Eastern University of Sri Lanka is inviting suitable candidates for the position of Business Development Executive to obtain services for its funded projects.

Interested applicants are invited for a walk-in-interview scheduled at **3.00 PM on November 06, 2023 (Monday)** in the Board Room, Administrative Secretariat, South Eastern University of Sri Lanka (SEUSL).

1. Required Qualifications & Experience

- A Bachelor's degree from a university recognized by the UGC, preferably in management, marketing, science or information technology.
- Strong communication, negotiation and interpersonal skills.
- High level of proficiency in written and spoken English.
- Strong communication and public relation skills.
- Knowledge/understanding in similar project.
- Having at least one-year experience in similar project.

2. Method of Selection

Selection will be made through a walk-in-interview. The interview will be held on **3.00 PM on November 06, 2023 (Monday)** at the Board Room, Administrative Secretariat, SEUSL.

3. Background

The University Business Linkage (Technology Transfer Office), South Eastern University of Sri Lanka is a dedicated body operating to promote Research, Development, Innovation, and Commercialization of research outcomes from the university to industry and vice versa. During its existence, the UBL has taken steps to identify and promote research and innovation in the university. Parallely, the UBL assists university researchers in increasing collaboration with professional expertise in technology transfer and business model development, establishing open innovation spaces and business incubators, and enabling academics and students to obtain professional business advice and training. Accordingly, this advertisement is meant for obtaining services from Business Development Executive to assist and expedite the UBL work in progress, and UBL funded research projects.

4. Key Tasks and Activities

The UBL Business Development Executive has the following responsibilities:

- Support the UBL director to monitor and coordinate AHEAD activities under the overall implementation of UGC circular 10/2016, and any subsequent updates, at the University.
- Support the UBL manager to facilitate the commercializing of research and innovation outcomes of the University.
- Get familiar with all documentation and practices to expedite the procurement process of the UBL office and the UBL funded projects.
- Identifying new commercial partners for the commercialization of research outcomes.
- Pitching products and/or services developed at the university.
- Establish and maintaining fruitful relationships with University-Industry collaborations.
- Researching organizations and individuals online to identify new leads and potential new markets.
- Executing web and social media public relations and outreach.
- Contacting potential clients to establish rapport and set up business meetings to promote commercializable researches of the University.
- Planning and overseeing new marketing initiatives.
- Facilitating and supporting to organize conferences, meetings, and industry events.
- Assist in developing business proposals, negotiating contracts and act as a direct contact point for industry.

5. Duration of the Contract

The Business Development Executive is appointed on full-time basis by the Director/OTS. Initially the appointment will be made for a period of two months, and may be renewed based on performance.

6. Payment Terms

A payment of Rs. 63,250.00 including EPF and ETF per month shall be paid, subject to satisfactory performance, from the UBL budget. This payment includes all statutory and other allowances. Payment will be made based on the submission of a monthly time sheet and approval by the UBL Director.

7. Reporting Obligations

The Business Development Executive shall closely coordinate and report to the Director - UBL as per the requirements specified in section 04.

8. Ownership of the Assignment

This assignment is funded by the World Bank, Accelerating Higher Education Expansion and Development in collaboration with the Ministry of Education. The University Business Linkage of the South Eastern University of Sri Lanka is the implementing body. As such, the University shall be the owner of the assignment and will reserve the Intellectual Property Rights for all deliverables of the assignment under the terms and conditions given in the IP policy of the University. The UBL Business Development Executive will have no right of claim to the assignment or its outputs once it is completed and no rights to use data and information gathered through the assignment for other purposes without written permission from the Vice-Chancellor of the SEUSL. Any reports or data or information produced as a part of this assignment shall be handed over to the university in soft and hard formats.

The Director

University Business Linkage

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