



PUBLIC FELLOWS PROGRAM

Job Title:	Business Development Associate
Organization:	Smithsonian Institution, Smithsonian Enterprises
Location:	Washington, DC or New York, NY
Stipend:	\$65,000 with health insurance for fellow
Start Date:	July 13 or September 1, 2015

ORGANIZATION DESCRIPTION

As the world's largest museum and research complex, the Smithsonian Institution is a global organization, working across art, history, culture, science, and education in more than 130 countries around the world. Whether assisting in the rescue of cultural treasures following a natural disaster or conducting cutting-edge scientific research for biodiversity conservation, our scholars and professionals are engaged throughout the world to explore, care for, and support our global cultural and natural heritage – all in the service of the Smithsonian's mission: the increase and diffusion of knowledge.

Smithsonian Enterprises is the Smithsonian Institution's brand-building and revenue-producing organization. It has three primary business divisions: media, retail and consumer products, and licensing. The media division includes *Smithsonian* and *Air & Space* magazines; a Digital Studio for content development; Smithsonian.com; Smithsonian Books; the Smithsonian Channel, a joint venture with CBS/Showtime; and advertising/media sales operations. The retail operation includes museum and airport stores, the Smithsonian Catalog, IMAX theaters, and food concessions. The consumer products division includes Smithsonian Journeys, a travel tour company; an educational unit for MOOC and online gaming initiatives; and a consumer-product licensing unit. Revenue generated from these endeavors flows back into the greater Smithsonian Institution to support new and existing programs.

POSITION DESCRIPTION

Reporting directly to the Vice President of Global Business Development, the Business Development Associate will work across Smithsonian Enterprises functions to expand the Smithsonian brand and drive revenue generation through the development of global strategic partnerships. Business development at the Smithsonian is a combination of strategic analysis, marketing, and sales. The Associate will be involved in all aspects of business development, from the development of products and services, to the creation of marketing strategies, to the generation of sales leads, to the negotiation and closing of deals. The Associate will identify new business opportunities – including new markets, new partnerships with other organizations, new ways to reach existing markets, or new product or service offerings – and then catalyze those opportunities into revenue-generating activities for the Smithsonian. The Associate will be responsible for these activities within a specific international territory (Americas, Middle East, and/or Asia). Applicants should indicate their preferred focus area(s) in their cover letters.

While the Associate will collaboratively craft the strategy for activities during the fellowship, responsibilities will include:

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- Developing and executing marketing strategy and operating policies for the territories of responsibility, using research to understand customers' needs and challenges, and providing solutions utilizing appropriate mix of all available Smithsonian assets;
- Traveling to respective markets to conduct business development meetings with prospective clients and partners; establishing contact through sales calls, phone contacts, and liaising with US and local embassies; and conducting appropriate follow-up;
- Developing and executing brand awareness strategies tailored to respective markets; promoting and increasing awareness of the Smithsonian at all times through mission consistent/culturally relevant events, presentations, sales calls, social media outreach, and written communications to clients;
- Using models and templates to formulate financial and other business plans for new initiatives in order to inform sound policies and make recommendations to senior management;
- Closing new business deals by coordinating requirements; developing and negotiating contracts; and integrating contract requirements with business operations;
- Representing Smithsonian Enterprises at business meetings, social events, and in other venues; and
- Staying abreast of market conditions and diverse client developments in terms of people, products, companies, and markets (i.e. economic and political situations).

QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Ability to be a strong team player, yet work independently to achieve goals;
- Ability to solve practical problems creatively and deal with a variety of variables in situations where only limited standardization exists;
- High level of skill in personal communication and negotiation;
- Experience living, studying, or working abroad and written and verbal fluency in at least one foreign language;
- Ability to thrive in a fast-paced work setting where initiative and self-motivation is expected;
- Proclivity for entrepreneurial thinking and willingness to embrace the opportunity to help shape a fast-growing business;
- Ability to transition from the conceptual to operational by formulating, developing, and implementing programs;
- Ability to represent the face of the organization in international settings;
- Exemplary public presentation skills; and
- Must be comfortable traveling worldwide for periods of up to two weeks.

APPLICATIONS

- Information on the ACLS Public Fellows Program: www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: March 17, 2015, 6 pm Eastern Daylight Time

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