

Associate Director, Corporate Engagement for Education (Corporate & Global Affairs)

Johns Hopkins University - Whiting School Engineering
Baltimore, MD, United States
(Hybrid)

<https://hiring.jhu.edu/careers/job/1133914132636>

We are seeking an **Associate Director, Corporate Engagement for Education** for the **Johns Hopkins University's (JHU) Whiting School Engineering (WSE)** to establish relationships with industry partners and build programs targeted for the working professionals, early mid-career technical professionals, and executives in support of the following programs:

- Engineering for Professionals (EP), a part-time, online graduate degree program
- Engineering Executive and Professional Education Program
- Doctor of Engineering Program

Areas for consideration include custom degree and certificate corporate partner programs, executive education programs, experiential and technical workshops, preferred partner relationships, extended-day boot camps, and webinars. The Whiting School engages in multiple delivery modalities including face-to-face (at JHU locations as well as on-site for clients), asynchronous and synchronous online, and hybrid approaches for individual or cohort participation.

Reporting directly to the WSE Senior Associate Dean for Corporate and Global Partnerships, with dotted-line responsibilities to the WSE Associate Vice Dean for Professional Education and the WSE Associate Dean for Executive and Professional Education, the position will collaborate with the WSE Office of Marketing & Communications, the WSE Office of Research and Translation, EP Program Chairs, and EPE Academic Portfolio Managers. The Associate Director, Corporate Engagement for Education will employ creativity, persistence, diligence, and strong organizational skills. The position location is a combination of on- and off-site, as needed. A substantial amount of time engaged with industry is expected. Some travel is also expected.

The Associate Director, Corporate Engagement for Education will cultivate opportunities for complex new business opportunities and public dissemination of the portfolio of projects developed at the department/division level. Independently perform a variety of activities intended to promote the capabilities and intellectual property of the team of faculty and staff within the division/department. Responsible for sourcing, shaping, closing and managing large deals with a variety of partners that advance the aims of Johns Hopkins University, the division/department and the specific projects that are promoted.

Specific Duties & Responsibilities

- Identify potential governmental, non-profit, and industry partners and act as a front door for those partners to Johns Hopkins University.
- Coach and train subject experts to present their inventions and ideas to potential investors.
- Take a leadership role in coordinating all aspects of deal negotiation and oversee deals from identification through closure stage.
- Oversee management of a team of marketing and business development professionals.
- Manage ongoing relationships with partners at a high level, and work with project managers to communicate and report on milestones and other progress.

- Establish and maintain strategic contacts in industry, government, and non-profit sectors including health care education/childcare, and human services
- Develop creative new methods for engaging funding partners.
- Develop a marketing and engagement strategy to communicate value with various funding partners.
Work closely with program teams and participate in developing events at conferences to attract and retain funding partners,
- Create and maintain engagement and opportunity reporting including, but not limited to, measurable accomplishments and budget projections.
- Other duties as assigned.

In addition to the duties described above

- Lead a consultative corporate partnership sales cycle, including prospecting, needs assessment, solution development, proposal creation, negotiation, contract execution, implementation support, and ongoing partner stewardship.
- Develop and execute a comprehensive corporate engagement strategy to grow partnerships that support executive education, professional master's degrees, Doctorate of Engineering, certificates, and workforce development programs.
- Build and maintain a robust pipeline of corporate opportunities.
- Achieve annual partnership, enrollment, and revenue goals.
- Lead the development of customized proposals, presentations, and partnership agreements for corporate education programs, including degree pathways, certificate programs, executive education offerings, and custom training solutions.
- Collaborate with academic leaders, faculty, instructional designers, and program staff to design tailored educational solutions that address employer talent development priorities.
- Prepare business cases, pricing models, and return-on-investment analyses to support partnership discussions and decision-making.
- Coordinate with internal stakeholders to ensure timely development and delivery of competitive and high-quality partnership proposals.
- Represent Johns Hopkins University at industry events, conferences, professional associations, and executive forums to generate new business opportunities.

Minimum Qualifications

- Bachelor's Degree.
- Five years of related experience.
- Additional education may substitute for required experience, and additional related experience may substitute for required education beyond a high school diploma/graduation equivalent, to the extent permitted by the JHU equivalency formula.

Preferred Qualifications

- MBA or Master's Degree in a related field.
- Seven years of related experience.
- Experience in higher education, executive education, professional education, workforce development, talent development, or corporate learning environments.
- Experience developing and managing strategic partnerships with Fortune 500 companies, government agencies, nonprofit organizations, and professional associations.

- Demonstrated success achieving business development, partnership growth, enrollment, revenue, or fundraising goals.
- Experience leading complex consultative sales processes involving multiple stakeholders and decision makers.
- Experience developing customized proposals, statements of work, contracts, and partnership agreements.
- Familiarity with employer-sponsored education benefits, workforce development initiatives, tuition assistance programs, and upskilling/reskilling strategies (e.g. executive education, professional master's degree programs, certificates, and continuing education models).
- Experience working with engineering, technology, healthcare, data science, cybersecurity, AI, or other technical workforce sectors.

Technical Skills & Expected Level of Proficiency

- Business Development-Intermediate
- Data Management and Analysis-Intermediate
- Event Coordination-Intermediate
- Marketing Strategy-Intermediate
- Negotiation-Intermediate
- Partner Relationship Management-Intermediate
- Training and Development-Intermediate

Job Subfamily

Business Development

Job Function

Program Management

Exempt Status

Exempt

Shift Type

Full Time

Schedule

M-F, 37.5 hrs wkly

Work Modality

Hybrid: On-site 60-89% of hours worked (Ex: 3-4 out of 5 days/week)

Requisition ID

121662

Link to apply

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