# 2017/18 Vacation Scholarships

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| **Job Title:** | CSIRO Undergraduate Vacation Scholarships – **Business Development & Commercial** |
| **Reference No:** | 43688 |
| **Classification:** | CSOF1.1  |
| **Stipend:** | $1462.77 per fortnight (before tax) |
| **Location:** | Please refer to the list of ***Projects*** at the end of this document |
| **Tenure:** | 8 to 12 weeks from November 2017 to February 2018 |
| **Role Purpose:** | The 2017/18 Vacation Scholarship Program is designed to provide students with the opportunity to work on real-world problems in a leading R&D organisation. Participation in the Vacation Scholarship Program has influenced previous scholarship holders in their choice of further study and future career options. Many have gone on to pursue a PhD in CSIRO or to build a successful research career within CSIRO, a university or industry. |
| **Project Description:** | Please refer to the list of ***Projects*** at the end of this document. *If you require more information please contact the person listed for the project.* |
| **Eligibility/** **Pre-Requisites:** | To be eligible to apply you must be an Australian/New Zealand Citizen, Australian Permanent Resident, or an international student who has full work rights for the 8 to 12 weeks duration (does not require visa sponsorship).Vacation scholarships are for students who:* are currently enrolled at an Australian university;
* have completed at least three years of a full-time undergraduate course (however exceptional second year students may be considered); and
* have a strong academic record (credit average or higher).
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| **How to Apply:**  | Please apply online at [www.csiro.au/careers](http://www.csiro.au/careers). **You will be required to:**1. select your **top 2 preferred projects** in order of preference;
2. submit a **resume/cover letter** (as one document) which includes:
* the reasons why the research project/s you have selected are of interest to you; and how your previous skills/knowledge and experience meets the project requirements;
* an outline of your longer-term career aspirations and detail how this program will help you achieve them; and
* using the project numbers listed below, list in order of preference, **all of the projects** you are interested in.
1. upload your **academic results** in the ‘***Requested Information’*** field.

**Referees:** Please ensure that your resume includes the name and contact details of your academic supervisor and at least one other referee (work or university)**.**If you experience difficulties applying online call 1300 984 220 and someone will be able to assist you. Outside business hours please email: csiro-careers@csiro.au.  |

**There are 8 projects available in Business Development & Commercial:**

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| **Project No.** |  **Location** |  **Project Title (see the following pages for more information)** |
| [Business Development 1](#_Business_Development_1) | Clayton, VIC | Technology Pipelines |
| [Business Development 2](#_Business_Development_2) | North Ryde, NSW | Gene Editing IP Landscape |
| [Business Development 3](#_Business_Development_3) | Clayton, VIC | Intellectual property dashboards |
| [Business Development 4](#_Business_Development_4) | Clayton, VIC | Contact database refresh  |
| [Business Development 5](#_Business_Development_5) | Clayton, VIC | Australian Mineral Resources market analysis & overview |
| [Business Development 6](#_Business_Development_6) | Clayton, VIC | Minerals Strategic Customer Engagement Project |
| [Business Development 7](#_Business_Development_7) | Clayton, VIC | SENSEITM Marketing Campaign |
| [Business Development 8](#_Business_Development_8) | Clayton, VIC | Redesign Business Development and Commercial Intranet Site |

Select the **Project Numbers** above to take you directly to the project details (which are on the following pages). This includes relevant fields of study, Project Duties/Tasks and Locations for these projects.

Pease read though these and decide **which 2 projects are your preferred choices** as you will need to enter these into your application. If you require more information please contact the person listed for each project.

Note: CSIRO are advertising vacation scholarships by the different business units we have. You can apply for projects in more than one CSIRO business unit, but your application for **Business Development & Commercial** should only refer to Business Development & Commercial projects, such as Business Development 1, Business Development 2, etc.

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 1 | **Project Title**Technology Pipelines **Project Description**The project involves preparing a pipeline of CSIRO's technologies from inception to commercialisation. The pipeline will look at technology readiness levels, investment readiness levels, business model, IP and market size.**Project Duties/Tasks*** Research requirements for Technology Pipelines from different Business Units within CSIRO
* Construct a Technology Pipeline proforma
* Populate a Technology Pipeline for different Research Programs. This will involve talking to Business Development Managers and Program/Group Leaders

**Relevant Fields of Study*** Science or Engineering

A background in entrepreneurship/commercialisation/commerce or marketing would be advantageous.**Location:** Clayton, VIC**Contact:** For more details please contact Liz Eadie by phone on 03 9545 8510 or email liz.eadie@csiro.au  |
| Business Development 2 | **Project Title**Gene Editing IP Landscape**Project Description**The goal of the project is to get an overview of the key players, patents, and licenses in the gene editing technology space. This will help CSIRO scientists and commercial teams navigate the space as we develop more capability in this area.**Project Duties/Tasks*** Identify key players in gene editing space
* Identify key licenses and encumbrances
* Create a visual map of the players and encumbrances

**Relevant Fields of Study**Biotech, molecular biology with an interest in law or commercialisation**Location:** North Ryde, NSW**Contact:** For more details please contactKerry Fluhrphone on (02) 9490 8226 or email kerry.fluhr@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 3 | **Project Title**Intellectual property dashboards**Project Description**The project in IP will involve developing a dashboard using Tableau or similar software tools that pulls information from all our various system platforms so as to present live information on CSIRO's IP, equity and licensing portfolios in an easy to view format. It will build upon work done previously for our scientists.Using publicly available data, the scope may also involve developing links to the various patent offices and the like to supplement the propriety information. Trends about IP of the G8 research institutes as well as comparable entities would also form part of the information package.Patent citation data could also be assessed for licencing activity or for prioritising work commercialisation efforts associated with CSIRO's IP Portfolio.**Relevant Fields of Study*** Science/Engineering/Commerce and interest in IP through studying some Law related courses; OR
* Studying law with a background in science/engineering and IP.

Experience with managing large data sets-from multiple and diverse databases would also be advantageous.**Location:** Clayton, VIC**Contact:** For more details please contactAnna Johnston via email Anna.johnston@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 4 | **Project Title**Contact database refresh **Project Description**The student will be working in the area of Marketing, Communications and Business Development. She / he will validate CSIRO Mineral Resource’s current contact database(s) and build a framework for maintaining a relevant and clean customer database that will be used to deliver marketing and communication campaigns, improving marketing effectiveness and enhancing CSIRO’s brand in the mineral resources sector. Input in tactical marketing and communications initiatives will also be involved. This may include research, campaign implementation activities and improving website SEO. **Project Duties/Tasks*** Validate your existing database(s) contacts
* Classify contacts
* Back-fill missing contact information
* Segment contact lists
* Create a framework for maintaining a clean contact database for customer development and opportunity assessment and development
* Research relevant market lists available externally through industry bodies or for purchase
* Socialising findings and recommendations within Mineral Resources Business Unit
* Feeding findings in communications & marketing plans and business development initiatives

**Relevant Fields of Study*** Commerce / Business / Marketing or Science.

**Location:** Clayton, VIC**Contact:** For more details please contactMari Vahanissi by phone on 03 9545 8134 or email mari.vahanissi@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 5 | **Project Title**Australian Mineral Resources market analysis & overview **Project Description**The student will be working in the area of Marketing & Communications and Business Development. She / he will research and analyse minerals and METS (mineral equipment, technology and services) vertical sector data. The market analysis is mainly a desk research based investigation of Australian mineral resources market that will assist marketing and business development in planning and tactical execution.Preparation of tactical marketing plans and materials will also be involved. **Project Duties/Tasks*** Desk research - publicly available data sources (analysis, market overviews and sector forecasts)
* Desk research - CSIRO data sources
* Interviewing CSIRO subject matter experts for source data
* Using market / marketing analysis methodologies to summarise findings eg in excel, word or power point
* Socialising findings within Mineral Resources Business Unit
* Feeding findings in marketing plans and supporting marketing materials

**Relevant Fields of Study*** Commerce / Business / Marketing or Science.

**Location:** Clayton, VIC**Contact:** For more details please contactMari Vahanissi by phone on 03 9545 8134 or email mari.vahanissi@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 6 | **Project Title**Minerals Strategic Customer Engagement Project**Project Description**The student will be working with the Business Development team in the Minerals Business Unit. The Business Unit has identified a number of Strategic Customers that it wants to better target and more closely engage with. This project will assist the Business Unit to collect market data, match the customers’ needs with CSIRO capabilities and implement some tactics to further the customer engagement. Building on past stakeholder mapping and technology pipeline projects, this project will assist the Business Unit to develop and strengthen its relationships with the selected Strategic Customers. While the range of tasks could be quite broad, the actual project will be designed in consultation with the student to suit the skillset of the successful candidate while addressing the Business Unit’s needs. **Project Duties/Tasks*** Review current information about the four Strategic Customers
* Collate market information to provide additional Customer profile information and identify areas of need
* Develop resources and provide recommendations to support customer engagement; and
* Alongside the Minerals BD Director, engage with customers and stakeholders to further the targeted relationships

**Relevant Fields of Study*** Science or Engineering (a background in entrepreneurship, commerce or marketing would be an advantage)
* Commerce or Marketing

**Location:** Clayton, VIC**Contact:** For more details please contactHun Gan by phone on (03) 95452066 or email hun.gan@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 7 | **Project Title**SENSEITM Marketing Campaign**Project Description**About CSIRO’s SENSEITM Monitoring System project: The SENSEITM project team, are developing a real-time data and analytics service to help industry to maximise production processes by enabling sophisticated chemical monitoring of the most extreme process environments with a revolutionary network of robust solid-state electrochemical sensors. The SENSEITM Monitoring System is a commercial platform presently being developed to enable maximum impact and financial return to CSIRO from the core technology. Additionally, a fully automated industrial scale column facility has been designed, built and commissioned at CSIRO Clayton site to prove up the prototype SENSEITM Monitoring System.Both the SENSEITM Monitoring System and the SENSEITM Column Testbed are being planned for significant marketing effort over the FY17-18 period. CSIRO has run the SENSEITM Technologies through the FunnelCampTM process (https://align.me/solutions/b2b-marketing-planning/) to develop a structured marketing plan, the ‘FunnelPlanTM’. An opportunity exists to support the SENSEI project team and obtain hands-on marketing experience implementing the SENSEITM FunnelPlanTM. **Project Duties/Tasks**• Work with Mineral Resources Business Development staff and the SENSEI project team to execute a number of Marketing tactics from the SENSEITM FunnelPlanTM;• Work with the SENSEI project team to:o Develop content to enhance the SENSEI on-line presence including developing Webinar material;o Initiate new social media campaigns; ando Develop content for future marketing campaigns;• Present the results of the work and individual experiences to the CSIRO staff at the conclusion of the tenure.**Relevant Fields of Study*** Marketing, Sales & Marketing
* Business Development, Commercialisation

**Location:** Clayton, VIC**Contact:** For more details please contactDavid Molenaar by phone on (03) 9545 8893 or email David.Molenaar@csiro.au  |

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| Project Number | **Vacation Scholarships Project Details** |
| Business Development 8 | **Project Title**Redesign Business Development and Commercial Intranet Site **Project Description**The Business Development and Commercial Team are required to move content to a new intra.net site. Some of the content can be reused but new content is also required to be created so users across the organisation can find the most relevant information easily. A key part of the project is to be able to structure information that can be accessed quickly and easily on the intranet site. **Project Duties/Tasks**In this role, you will be constructively challenged and you have to be confident enough to speak up and address the challenge or be able to educate the stakeholder. You will also need to explain the process you go through to reach your final outcomes in order to get buy in from your colleagues. The tasks involve working to structure content around an Information Architecture Guide. • How To (Task related activities. Most commonly searched items and practical activities to perform key functions.• Find a (Tools & services. Items that help staff find information, people and tools. Offers advice and resources for staff.• What is (Information, plans, strategies, legislation etc. Information that is firmly established, needs to be provided or made accessible).**Relevant Fields of Study*** Information Management
* Web Development
* User Experience Design

**Location:** Clayton, VIC**Contact:** For more details please contactVeronica Quinless by phone on (03) 9545 2737 or email Veronica.Quinless@csiro.au  |