

## Job Description

**Position Title:** Digital Marketing Associate  
**Reports To:** Digital Manager  
**Directorate:** Commercial Excellence  
**Department:** Digital Marketing  
**Location:** Abbotsford

### **Overview of Role:**

The Digital Marketing Associate working in the Digital Marketing team will work with multiple stakeholders in the business to produce great customer experiences for our online platforms. Great experiences when using health.gsk, receiving email marketing, attending webinars and visiting other GSK websites / online activities.

In this role you will learn how to manage digital projects and the importance of digital marketing – why it is an essential part of marketing roles today.

In this role you will:

- Support the publishing of online content, working hand in hand with our design centre, content managers and brand managers.
- Build hands on experience with our Content Management System.
- Build skills in online layout principles to create content for greater user experience.
- Work closely with our marketing teams to deliver our multi-channel strategies.
- Support the use and delivery of multiple online channels – email, webinars, SMS, click-to-chat and more.

Additionally in this role you will be exposed to:

- Best practice use and delivery of online channels, including SEO/SEM for content promotion and optimisation.
- How to use analytics to deliver insights and understand whether customers are satisfied with what GSK are offering and how to improve them.

This role will be involved in new initiatives to enhance GSK's offering to customers.

This role will require an attention to detail and project management skills.

### **Study Disciplines:**

Digital Marketing

### **What sets your role apart/Unique selling point:**

Digital marketing is a core skill in today's marketing world. Those who master this early in their marketing career will have a Unique Selling Proposition for future roles.

### **2020 Highlight:**

GSK's online healthcare portal – Health.gsk – is an industry leader amongst pharmaceutical HCP sites. Moreover, the Australian site has been a standout for GSK globally and has been recognised for delivering innovative content and high customer engagement. Australia has also been selected as 1 of only 2 markets to pilot the next evolution platform for GSK.

### **Required Skills:**

- You must be in your penultimate/ultimate year of a Bachelors Degree in (fill in for your role)
- An interest in pursuing a career in the pharmaceutical or consumer healthcare industry is favorable
- Strong passion and interest in the placement field
- Excellent written and oral communication skills
- Initiative and an eagerness to learn
- Customer focus
- High attention to detail, rigor and process
- Excellent project management, in order to manage and prioritise multiple ongoing projects
- Demonstrated ability and desire to learn
- Teamwork, ability to build and maintain relationships
- Ability to quickly build strong internal & external networks
- Support change and innovation
- Strategic thinking and problem solving skills