

Industry Based Learning Program

Job Description



Job Title	Marketing Associate – Respiratory (Severe Asthma)	Dept	Respiratory
Line Manager Job Title	Senior Brand Manager – Respiratory		
Job Purpose*			
GSK's Industry Based Learning (IBL) program has been developed for undergraduate University students in their penultimate or final year of study, the role is a learning and development opportunity for the student.			
GSK has a long-standing history helping asthma patients do more feel better and live longer. In 2020, GSK launched a new mode of administration for a biologic to help manage severe asthma. The successful IBL candidate will have a positive impact by assisting in the development and implementation of marketing initiatives to effectively communicate to healthcare professionals.			
Key Responsibilities (10 bullet points maximum)			
Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role			
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Working cross-functionally with the internal stakeholders and subject matter experts, sales teams, and medical teams. • Working cross-functionally with external third parties. • Supporting the growing number of patients and clinicians by supporting the sales team with updates on programs to support strategic decisions for the portfolio. • Assist in the creation of print and digital materials to be used by the field force. <ul style="list-style-type: none"> • Managing systems and workflows using strong administration skills to uphold a seamless process of tactical execution. • Training sales force members on the programs/activities/processes. 			
Unique selling points of the IBL role			
<p>What the role will offer you:</p> <ul style="list-style-type: none"> • Strong insight and building marketing skills for a niche therapy area. • Skills in working in a highly collaborative, supportive work culture with people who are passionate in this space. • Gain experience in the pharmaceutical industry, marketing and supply management <p>The opportunity to help deliver on the GSK mission of helping people do more feel better and live longer.</p>			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role			
<ul style="list-style-type: none"> • You must be in your penultimate/ultimate year of a Bachelors Degree in commerce, business or marketing. • 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 prioritize multiple ongoing projects • Demonstrated ability and desire to learn • Teamwork, ability to build and maintain relationships • Ability to quickly build strong internal & external networks • Resilient, support change and innovation • Strategic thinking and problem solving skills 			

Education	
Preferred area of study 1	Bachelor of Business / Commerce OR Bachelor of Science
Preferred area of study 2	
Values	Expectations
Patient focus Transparency Respect Integrity	Courage: Decisive, Ambition, Speaking Up, Pace Accountability: Results, Clarity, Prioritisation, Ownership Development: Skills, Learning, Adaptable, Curiosity Teamwork: Aligned, Connected, Inspiring, Inclusive