

Industry Based Learning Program

Job Description



Job Title	Communications & Corporate Affairs IBL	Dept	Corporate Affairs
Line Manager Job Title	Head of Communications	Location	Abbotsford
Key Responsibilities (10 bullet points maximum)			
Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role			
<ul style="list-style-type: none"> Assist with strategic projects as directed, to protect and increase GSK's corporate reputation. Develop creative materials that engage internal and external audiences. This will include writing press releases, updating the corporate website, creating videos and developing presentations. Manage the calendar of regular internal communications (eg Workplace posts, intranet news, posters and emails) to keep GSK employees informed and engage them around business priorities. Organise and deliver internal and external GSK events. Support the team in monitoring the external environment, including media and social media monitoring and tracking influential spokespeople. Provide guidance to the business on use of GSK's corporate brand, messages and creative materials. Support PR activities to drive commercial objectives, working with the GSK brand teams and external PR agencies. Develop and implement strategies for GSK Australia's social media tools, mainly Twitter and LinkedIn. Support community projects, grants and donations. 			
Unique selling points of the IBL role			
<ul style="list-style-type: none"> The Corporate Affairs team is at the centre of the organisation, working with all functions in the business. The role will give you exposure to all parts of a pharmaceutical business, from scientific research and development through to sales and marketing teams as well as support functions such as HR, finance and technology. The role will continue to develop your personal communications style and challenge you to adapt your style across a range of different stakeholders to ensure maximum impact. In this role you will have the opportunity to represent GSK internally and externally at industry events. 			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
<ul style="list-style-type: none"> You must be in your penultimate/ultimate year of a bachelor's degree in Media, Communications, Public Relations, Marketing, Sciences, Public Health An interest in current affairs – ie the Australian media – and in using social media to engage different audiences. 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. Strong 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. 			
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	