

Industry Based Learning Program

Job Description



Job Title	Respiratory Marketing Associate	Dept	Pharma Commercial
Line Manager Job Title	Brand Manager	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			
<p>GSK has a long-standing history helping patients with Respiratory conditions such as Asthma & COPD (Chronic Obstructive Pulmonary Disease). We have several products dedicated to treating patients living with asthma and other respiratory conditions. The successful IBL candidate will have a direct influence and positive impact on the lives of these patients by assisting in the development and execution of marketing initiatives and programs to effectively communicate the value of our products to healthcare professionals. You will also be involved in developing marketing programs and communications directed toward consumers and our sales team/field force to ensure they fully understand and remain engaged in the management of their condition.</p>			
Unique selling points of the IBL role			
<p>Respiratory is the largest portfolio in the business. The opportunity to work as part of a large team of brand marketers and engage in a variety of activities across the marketing mix.</p> <p>There is a variety of customers from an internal (sales force, respiratory business unit, sales training) and external (Health Care Professionals and patients) that you will be involved with creating and delivering materials. In addition to this you will work on digital marketing approaches as well as have the chance to flex your communication skills by being involved in the roll out of these materials and the strategy that sits behind it.</p>			
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 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 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 			