

Industry Based Learning Program

Job Description



Job Title	Marketing Associate - COPD	Dept	Respiratory
Line Manager Job Title	Senior 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			
<ul style="list-style-type: none"> • Supporting the Brand team in implementing a robust, innovative and multichannel marketing plan that will differentiate our medicines and that will engage customers and key internal stakeholders. • Working closely with the cross functional team to ensure key brand deliverables • Keeping abreast of market developments via regular interactions with our sales team. • Engaging with sales leaders and the broader sales team with regards to key marketing initiatives as well as delivering effective sales team communication. • Engaging with key supplies to ensure brand deliverables • Keeping up to speed on developments in the respiratory therapeutic area including a detailed and current understanding of the disease and treatment landscape & competitor activity 			
Unique selling points of the IBL role			
<p>Over one million Australians suffer from COPD, working in this role you will be making a difference to the quality of life for many of these patients.</p> <p>The COPD portfolio is one of the biggest growth drivers for the organisation and is therefore well resourced with a large sales team.</p> <p>This role will give you exposure to GSK's world leading marketing ways and the opportunity to develop skills and understanding of the marketing mix.</p> <p>The role will give you exposure to all parts of the pharmaceutical business and the opportunity to work with an experienced cross functional team which includes Sales, Digital, Medical, Business Intelligence as well as other support functions.</p> <p>The role will continue to develop your marketing skills and challenge you to adapt your style across a range of different stakeholders to ensure maximum impact.</p>			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
<p>You must be in your penultimate/ultimate year of a bachelor's degree in Communications, Marketing, Sciences.</p> <ul style="list-style-type: none"> • 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. • Strong teamwork, ability to build and maintain relationships. • Ability to quickly build strong internal & external networks. • Strategic thinking and problem-solving skills. 			