

Industry Based Learning Program

Job Description



Job Title	ViiV Healthcare Cabenuva Marketing IBL (Australia)	Dept	ViiV Healthcare
Line Manager Job Title	New Product Planning Manager ViiV Healthcare	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>Assist the ViiV New Product Planning Manager & wider marketing team by providing support for marketing activities and projects in the HIV therapy area.</p> <p>Assist with marketing projects, with the aim of independently managing select projects end to end with supervision:</p> <ul style="list-style-type: none"> • Assist New Product Planning Manager in delivery of marketing & pre-launch activities, specifically planning and implementing marketing projects and materials • Assist with Multi-Channel Marketing (MCM) <ul style="list-style-type: none"> ○ Supporting New Product Planning Manager & wider brand team on launch activities for new products with specific focus on Cabenuva ○ Project management of the business digital content plan for customers, working with internal and external stakeholders to ensure delivery of assets, approvals, and deployments are done on time and with a high level of quality including development of Cabenuva launch e-detail aid & expansion of Cabenuva microsite on ViiV Exchange ○ Brief of digital including email marketing content to MOC (internal agency) while liaising with New Product Planning Manager & brand team members on requirements and copy ○ Administering Cabenuva Bridging Access Program prior to launch ○ Setting up of campaign tracking and customer journeys for MCM ○ Regular verification and reporting of new registrations for the healthcare professional portal (ViiV Exchange) ○ Occasional project management of live webcasts and video content production • Managing all project administration ie. Raising of estimates with 3rd parties, internal purchase orders and 3rd party invoices for marketing activities and projects and liaising with agencies • Liaise with various agencies on deliverables • Co-ordinate Content Lab approval process for activities and documentation • Managing marketing/medical weekly meetings and daily updates including associated project trackers • Assist with tracking actions from Brand Team meetings 			
Unique selling points of the IBL role			
<p>As a member of the ViiV Healthcare team, this role will support the marketing department with the development and implementation of key projects and deliverables relating to our HIV product portfolio including new product launches. Working directly with the New Product Planning Manager, you will develop the skills to be able to independently support the marketing team including components of MCM that will be used to align the needs of our key internal and external stakeholders. You will be a member of the internal Brand Team which includes members from Medical, Sales, Communications and Marketing who work together to achieve the best outcomes for the business. The ViiV team is a small but important unit within GSK and involves people who are passionate about improving the lives of people living with HIV. The team is also highly engaged with the health and well-being of the individual members with many activities throughout the year.</p>			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
Qualifications, Experience			
<ul style="list-style-type: none"> • Partial completion of a degree in Marketing • The incumbent must have an interest in digital/multi-channel marketing 			

- Completed digital marketing units or enrolment in an Applied Marketing Degree will be highly regarded

Job Factors:

- Ability to prioritise and work to tight deadlines
- Good level of Microsoft office skills - including Excel and Powerpoint
- Ability to prioritize and paying attention to detail
- Fast-learner with the ability to hit the ground running
- Able to confidently lead, as well as work well in, a team
- Organised and good project management skills
- Great communication and relationship building 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