

# Industry Based Learning Program

## Job Description



<b>Job Title</b>	ViiV Healthcare Marketing IBL (Australia)	<b>Dept</b>	ViiV Healthcare
<b>Line Manager Job Title</b>	Senior Brand Manager ViiV Healthcare	<b>Location</b>	Abbotsford

### Key Responsibilities (10 bullet points maximum)

Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role

Assist the ViiV Senior Brand Manager & Brand Communications Manager by providing support for marketing activities and projects in the HIV therapy area.

#### **Assist with marketing projects, with the aim of independently managing select projects end to end with supervision:**

- Assist Senior Brand Manager in delivery of marketing activities, specifically planning and implementing marketing projects and materials
- Support Brand Communications Manager to deliver external corporate communications for ViiV Healthcare Australia
- Involvement in the planning and co-ordination of events such as customer webinars, external promotional meetings and 3<sup>rd</sup> party professional meetings.
- Assist with Multi-Channel Marketing (MCM)
  - 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
  - Brief of digital including email marketing content to MOC (internal agency) while liaising with the respective business owners on requirements and copy
  - 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 i.e. Raising of estimates with 3<sup>rd</sup> parties, internal purchase orders and 3<sup>rd</sup> party invoices for marketing activities and projects and liaising with agencies.
- Support the external communication strategies for new and existing prescription medicines, as appropriate
- Assist with the upgrades and ongoing management of ViiV's external digital communication platforms such as ViiV Exchange and ViiV Corporate sites
- Liaise with various external agencies and internal sales team on deliverables
- Co-ordinate Content Lab approval process including working with the Marketing Operations Centre (MOC) teams for marketing materials
- 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

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 and external corporate communications strategy.

Working directly with the Senior Brand Manager and Brand Communications 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.

### Required Skills

Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)

### Qualifications, Experience

- 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
- Excel and powerpoint skills highly regarded

### Job Factors:

- Ability to prioritise and work to tight deadlines
- Good level of Microsoft office skills - including Excel and Powerpoint
- Ability to prioritise 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
<b>Patient focus</b> <b>Transparency</b> <b>Respect</b> <b>Integrity</b>	<b>Courage:</b> Decisive, Ambition, Speaking Up, Pace <b>Accountability:</b> Results, Clarity, Prioritisation, Ownership <b>Development:</b> Skills, Learning, Adaptable, Curiosity <b>Teamwork:</b> Aligned, Connected, Inspiring, Inclusive