

Industry Based Learning Program

Job Description



Job Title	Marketing Associate – Respiratory (Severe Asthma)	Dept	Respiratory
Line Manager Job Title	Senior Brand Manager – Respiratory		
Job Purpose*			
<p>GSK's Industry Based Learning (IBL) program has been developed for undergraduate University students in their penultimate or final year of study, the role is a learning and development opportunity for the student.</p> <p>GSK has a long-standing history helping asthma patients do more feel better and live longer. In 2020, GSK launched a new mode of administration for a biologic to help manage severe asthma. The successful IBL candidate will have a positive impact by assisting in the development and implementation of marketing initiatives to effectively communicate to healthcare professionals.</p>			
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"> • Working cross-functionally with the internal stakeholders and subject matter experts, sales teams, and medical teams. • Working cross-functionally with external third parties. • Supporting the growing number of patients and clinicians by supporting the sales team with updates on programs to support strategic decisions for the portfolio. • Assist in the creation of print and digital materials to be used by the field force. • Managing systems and workflows using strong administration skills to uphold a seamless process of tactical execution. • Training sales force members on the programs/activities/processes. 			
Unique selling points of the IBL role			
<p>What the role will offer you:</p> <ul style="list-style-type: none"> • Strong insight and building marketing skills for a niche therapy area. • Skills in working in a highly collaborative, supportive work culture with people who are passionate in this space. • Gain experience in the pharmaceutical industry, marketing and supply management <p>The opportunity to help deliver on the GSK mission of helping people do more feel better and live longer.</p>			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role			
<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 prioritize multiple ongoing projects • Demonstrated ability and desire to learn • Teamwork, ability to build and maintain relationships • Ability to quickly build strong internal & external networks • Resilient, support change and innovation • Strategic thinking and problem solving skills 			

Education	
Preferred area of study 1	Bachelor of Business / Commerce OR Bachelor of Science
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