

# Industry Based Learning Program

## Job Description



<b>Job Title</b>	Digital IBL	<b>Dept</b>	Digital
<b>Line Manager Job Title</b>	Head of Digital	<b>Location</b>	Ermington NSW
<b>Key Responsibilities</b> (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"> <li>• Working with digital agency partners and Head of Digital, manage the day to day presentation and execution of Digital Marketing.</li> <li>• Working with Digital Project Managers:             <ul style="list-style-type: none"> <li>○ Support management of Owned and earned activities (digital partnerships, social media, website management and optimisation).</li> <li>○ Co-design and execute digital communication marketing campaigns.</li> <li>○ Co-design and drive optimisation of websites through SEO, SEM, A/B testing. (brand team to develop content supported by Content Manager).</li> <li>○ Report on web analytics and marketing campaigns ensuring CPA/ROI targets are met.</li> </ul> </li> <li>• Working with the eCommerce Manager:             <ul style="list-style-type: none"> <li>○ Manage and evolve the role of eCommerce in GSK with particular focus on path to purchase from media and digital.</li> <li>○ Drive search performance via platforms such as Citrus, working with our grocery and pharmacy customers.</li> <li>○ Ensure ROI and business case benefits are delivered through project implementation.</li> </ul> </li> <li>• Support opportunities to innovate, creating relevant digital experiences designed to broaden brand appeal in market. Help ensure the required corporate, regulatory, legal and advertising requirements are adhered to during the development and maintenance of GSK digital activities.</li> <li>• Share knowledge and champion the education of Consumer Health with internal stakeholders in digital marketing.</li> <li>• Actively advise Marketing Team on key trends in digital, market conditions and media opportunities</li> </ul>			
<b>Unique selling points of the IBL role</b>			
<ul style="list-style-type: none"> <li>• Work with the Head of Digital and the Marketing team to fully integrate digital marketing in ways of working at GSK.</li> <li>• Be a champion of digital marketing within GSK to facilitate quality and timely connections across the total path to purchase / CEJ (Consumer Experience Journey), from briefing to execution.</li> <li>• Help drive improved capability around digital marketing, helping teams set metrics and use tools that in turn drive brand performance (CPM, loyalty, penetration, purchase, sales &amp; consumption), positioning GSK brands ahead of the competition/market.</li> <li>• Work with agency partners in media and digital to drive best in class outputs in line with latest thinking and tech developments.</li> <li>• Work with internal stakeholders including Medical, Regulatory and Legal, Procurement along with IT Business partners and CMG.</li> <li>• Work with eCommerce partners to develop online retail performance and understand the upcoming opportunities driven by market changes.</li> <li>• Work with internal and external stakeholders to maintain GSK Owned assets including websites, apps and social media channels, to ensure best in class standard and compliance with legal and ethical treatment of data.</li> <li>• Work with Head of Digital and marketing team to identify Pilots/Global initiatives and projects to own and drive in local market.</li> </ul>			

## Required Skills

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

### Required skills and experience

- Motivation to learn (looking to develop your skills in a hands-on role).
- Business savvy.
- Good communication skills.
- Attention to detail.
- Ability to work under pressure, prioritise and meet deadlines.
- Self-motivated with strong work ethic.
- Ability to proactively manage work load, fostering a structured approach.
- Ability to converse knowledgeably with digital technical delivery teams to inform effective technology solutions underpinning marketing communications.
- Financial and analytical capability to develop tools to set and track relevant KPIs.
- Strong project planning and time management skills.
- Develops initiatives and can work independently but collaboratively.
- Challenges the status quo and thinking - has strong collaboration and influencing skills to gain support for alternative ideas.
- Team player.
- Ability to build strong internal and external networks, quickly.

### Preferred skills and experience

- Experience in media planning (“Connections Planning”) to assist brand teams.
- Experience in Social and Influencer marketing.
- Experience working on projects relating to online activity; a basic knowledge of web development is desirable.
- Ability to network and communicate across the organisation and with internal and external stakeholders at all levels.
- Experience in digital marketing and web content management / development tools.
- Experience in SEM and SEO.
- Agency experience (digital or media) is desirable.