

Industry Based Learning Program

Job Description



Job Title	Digital Marketing Associate	Dept	Commercial Excellence
Line Manager Job Title	Digital Manager	Location	Abbotsford, Melbourne
Key Responsibilities (10 bullet points maximum)			
Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role			
<p>The Digital Marketing Associate will work with multiple stakeholders in the business to produce great customer experiences across digital touch points, including our healthcare provider portal GSKpro, email marketing, webinars, other GSK websites, as well as other third party portals and online activities.</p> <p>In this role you will:</p> <ul style="list-style-type: none"> • Support the publishing of online content, working hand in hand with our design centre, content managers and brand managers. • Build hands on experience with our Content Management System. • Build skills in online layout principles to create content that drives optimal customer engagement and performance. • Work closely with our marketing teams to deliver our multi-channel marketing strategies. • Support the use and delivery of multiple online channels – email, webinars, websites, digital advertising and more. • Be involved in new initiatives and marketing technology rolls-outs to enhance GSK’s offering to customers. <p>Additionally, you will build skills and knowledge in the following areas:</p> <ul style="list-style-type: none"> • Best practice use and delivery of online channels, including SEO/SEM for content promotion and optimisation. • How to use analytics to deliver insights and understand whether customers are satisfied with what GSK are offering and how to tailor a message to drive greater engagement. 			
Unique selling points of the IBL role			
<p>The Digital Marketing team sit across multiple brand teams and therapeutic areas within GSK which gives you exposure to different marketing tactics, target audiences and strategies, while demanding a high level of stakeholder engagement, strong communications skills and an ability to prioritise tasks through the day to day. Digital marketing is a core skill in today’s marketing world. Those who master this early in their marketing career will be well positioned for future roles.</p> <p>Australia is recognised by global GSK teams as a leader in digital and tech innovation (despite being one of the smaller markets when compared to other countries) and as such is often the first to market new platforms and initiatives that delivery an improved customer experience. In 2021 this included a multi-part mass email series that gained international recognition for its focus on personalisation and optimising performance, and a first-in-class online event registration form used to support a new vaccine launch into the Australian market.</p>			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
<ul style="list-style-type: none"> • You must be in your penultimate/ultimate year of a Bachelors Degree in Marketing (or with a major in Marketing) • An interest in pursuing a career in the pharmaceutical or consumer healthcare industry is favorable • Strong passion and interest in the placement field, Digital Marketing • Excellent written and oral communication skills • Initiative and an eagerness to learn • Customer focus and desire to champion outstanding customer experience • High attention to detail, rigor and process • Excellent project management skills in order to manage and prioritise multiple ongoing projects • Demonstrated ability and desire to learn • Teamwork, ability to build and maintain relationships 			

- Ability to quickly build strong internal & external networks
- Ready to embrace change and innovation
- Strategic thinking and problem solving skills

Values	Expectations
Patient focus Transparency Respect Integrity	Courage: Embrace change, Speaking up, Ambition Accountability: Results focused, Prioritisation, Ownership, Pro-active Development: Skills, Learning, Agile, Problem-solving Teamwork: Connected, Inclusive, Aligned