

Industry Based Learning Program

Job Description



	Innovative Medicines or Vaccines Marketing Associate IBL	Dept	Pharmaceuticals
Line Manager Job Title	Senior Brand Manager	Location	New Zealand

Key Responsibilities (10 bullet points maximum)

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

- The Marketing Associate will work with the Senior Brand Managers in the Business Unit to deliver key marketing initiatives for the GSK NZ Innovative Medicines Business Unit (as part of the pharmaceutical business) or Vaccines Business Unit. The main therapeutic area focus will be either be respiratory or vaccines and may span across other therapeutic areas (where opportunities arise).
- You will learn the importance of brand management, and how essential the role of marketing is in determining and driving the customer communication, engagement & experience journeys. Marketing works closely with Medical and Sales colleagues (and other support departments), and so you will both experience and drive true cross-functional collaboration. The aim is to create and execute marketing campaigns designed to enable Healthcare Professionals to clearly understand the benefits, positioning and use of our medicines – allowing for improvement of patient health across New Zealand. Excitingly, pharmaceutical marketing in New Zealand also allows for ethical advertising direct to patients.
- In this role you will likely:
 - Support the preparation of Healthcare Professional educational materials – working closely with our in-house agency
 - Build hands on experience with developing educational engagement opportunities with customers
 - Be involved with preparation and coordination of Healthcare Professional conferences and promotional trade stands
 - Work closely with the senior brand managers and media/creative agencies to deliver the DTC (direct to consumer) advertising campaigns
 - Review, track and maintain oversight of the promotional and media activities
 - Attend and have inputs into a variety of operational planning meetings, involving a range of people from different areas of the GSK business.
 - Gain additional exposure to interactions with the digital team, including content generation and promotion (SEM)

Unique selling points of the IBL role

Respiratory disease affects 1 in 6 Kiwis (>700,000 people) and costs the economy more than \$6 billion annually. Sadly, this translates into the 3rd leading cause of death in NZ.

Our vaccines business is one of the largest in the world and we have a broad portfolio of vaccines to help protect people throughout life. In New Zealand our vaccines portfolio helps prevent illnesses such as hepatitis, rotavirus, diphtheria, tetanus, whooping cough, measles, mumps, rubella, chicken pox and invasive meningococcal disease.

This role provides a unique experience to make a difference to the health of many people across NZ.

It provides a rare opportunity to gain an understanding of, and invaluable experience around, the fundamentals of marketing in a large corporate organization.

In addition, it will also give broad experience in working with cross-functional teams based both in NZ and globally, and how to manage this effectively

Required Skills

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

- You must be in your penultimate / ultimate year of a Bachelor's Degree (ideally in a Science-based discipline)
- Strong passion and interest in healthcare
- Excellent written and oral communication skills

- Initiative and an eagerness to learn
- Customer focus, and a can-do attitude
- High attention to detail, rigor and process
- Excellent project management – manage and prioritise multiple ongoing projects
- Demonstrated ability and desire to learn
- Teamwork, ability to build and maintain relationships
- Support change and innovation
- Strategic thinking and problem-solving skills
- Sound judgment and decision-making skills
- Time management Skills
- An interest in pursuing a career in the pharmaceutical industry is preferable

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