

# Industry Based Learning Program

## Job Description



<b>Job Title</b>	Consumer Communications IBL	<b>Dept</b>	CGA
<b>Line Manager Job Title</b>	Lead Communications and Government Affairs ANZ	<b>Location</b>	Ermington
<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			
<p>This role will provide communications and change support with a focus on employee engagement initiatives. There will also be opportunities to support external corporate reputation and brand campaigns.</p> <p>Key activities include:</p> <ul style="list-style-type: none"> <li>• Source content, design and deliver regular employee engagement initiatives including weekly newsletter and company meetings and events</li> <li>• Develop and implement communication plans for engagement activities that help create a great working environment for our people (eg CSR, Wellbeing, Diversity and Inclusion, Culture etc)</li> <li>• Work as part of a cross functional team managing change communications to engage employees in significant changes (including office relocation and building a new new world-leading Consumer Healthcare company.)</li> <li>• Create engaging content using a range of digital tools and platforms – video, podcast, presentations, internal social media etc</li> <li>• Execute selected elements of our sustainability strategy for example in areas relating to reconciliation, charity partners, fundraising, environmental protection, grants and donations.</li> <li>• Proactively scan the media via the media monitoring service and keep colleagues informed of issues and opportunities in the external environment</li> <li>• Provide guidance across the organisation on best practice communications, messaging, use of corporate brand and opportunities to strengthen corporate reputation</li> <li>• Support selected high profile brand campaigns partnering with external agencies and marketing colleagues</li> </ul> <p>This role will require interactions with a variety of functions including HR, Finance, Marketing, Sales and Legal.</p>			
<b>Unique selling points of the IBL role</b>			
This role will enable you to work across the business and engage with a variety of stakeholders. It will enable a communications enthusiast the opportunity to plan campaigns, create content and gain key skills to establish a career in Communications.			
<b>Required Skills</b>			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
<ul style="list-style-type: none"> <li>• You must be in your penultimate or final year of a Bachelor in Communications, Media, Public Relations or related degree.</li> <li>• An interest in pursuing a career in the pharmaceutical or consumer healthcare industry is favorable</li> <li>• Strong passion and interest in Communications</li> <li>• Excellent written and oral communication skills</li> <li>• Passion for digital communications</li> <li>• Initiative and an eagerness to learn</li> <li>• High attention to detail, rigor and process</li> <li>• Excellent project management, to manage and prioritise multiple ongoing projects</li> <li>• Ability to quickly build strong internal &amp; external networks</li> <li>• Support change and innovation</li> <li>• Strategic thinking and problem-solving skills</li> <li>• Understanding of the Australian media landscape and digital/social communications tools</li> </ul>			

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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