

# Industry Based Learning Program

## Job Description



<b>Job Title</b>	Consumer Business Insights & Analytics ANZ - IBL	<b>Dept</b>	Consumer Healthcare
<b>Line Manager Job Title</b>	Head of CBIA - 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			
This function drives the Insights and Analytics agenda across all GSK categories serving as a business partner to Area Marketing and supporting LOC: ANZ			
<b>Assisting on research projects, with the aim to independently be able to manage projects end to end with supervision</b>			
<ul style="list-style-type: none"> <li>Collecting information from key stakeholders</li> <li>Liaising with area marketing managers, agency partners, finance and procurement colleagues</li> <li>Ensuring that all SOP's are adhered to and up to date on a project basis</li> <li>Engaging with agencies and following up any queries put forward</li> <li>Organising meetings and debriefs</li> <li>Working on the analysis of sales data, market research and other data sources</li> <li>Supporting the communication of key insights to colleagues</li> <li>Maintaining the research database system</li> <li>Managing all project administration: PO's, invoices etc</li> <li>Support the development of succinct input to business projects</li> <li>Support Ad hoc project work</li> </ul>			
<b>Unique selling points of the IBL role</b>			
As a key member of the CBIA -ANZ team, this role will support the ANZ CBIA function to play a critical role in driving the Consumer First Insights and Analytics Agenda. Working directly with the Head of CBIA ANZ to develop the skills to be able to independently deliver quality market research and insights that will be used to align the needs of consumers/shoppers with marketing, category and sales strategies within the ANZ business, as well as playing a key role in the delivery of quality analytics within the business			
<b>Required Skills</b>			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
<b>Qualifications, Experience</b>			
<ul style="list-style-type: none"> <li>Partial completion of a degree in Marketing/Psychology.</li> <li>The incumbent must have an interest in analytics, consumer insights, marketing research or marketing.</li> </ul>			
<b>Job Factors:</b>			
<ul style="list-style-type: none"> <li>Ability to prioritize and work to tight deadlines</li> <li>Analytical and interpretative skills a must</li> <li>Curiosity to understand what motivates people</li> <li>Self starter</li> <li>Confident to challenge</li> <li>Clear POV</li> <li>Good level of Microsoft office skills - including Excel and Powerpoint</li> <li>Data literate and insight driven</li> <li>Ability to prioritize and paying attention to detail</li> <li>Fast learner with the ability to hit the ground running</li> <li>Able to confidently lead as well as work well in a team</li> <li>Organised and good project management skills</li> <li>Great communication and relationship building skills</li> </ul>			

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Values	Expectations
Patient focus	<b>Courage:</b> Decisive, Ambition, Speaking Up, Pace
Transparency	<b>Accountability:</b> Results, Clarity, Prioritisation, Ownership
Respect	<b>Development:</b> Skills, Learning, Adaptable, Curiosity
Integrity	<b>Teamwork:</b> Aligned, Connected, Inspiring, Inclusive