

Industry Based Learning Program

Job Description



Job Title	GSK Consumer Healthcare Marketing IBL (Australia)	Dept	Commercial
Line Manager Job Title	Marketing Manager – Oral Care	Location	Ermington
Key Responsibilities (10 bullet points maximum)			
Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role			
Assist the Oral Care expert senior brand manager & wider marketing team by providing support for marketing activities and projects with the oral health expert marketing area across ANZ.			
Assisting on research projects, with the aim to independently be able to manage projects end to end with supervision			
<ul style="list-style-type: none"> Assist senior brand manager & marketing team in delivery of marketing activities, specifically planning and implementing marketing projects Project management of the business digital content plan for web. Working across boundaries with global expert marketing teams and agencies for digital / global campaign deployment. Working with internal and external stakeholders to ensure delivery of detailing and patient support assets for expert field team; approvals, and deployments are done on time and with a high level of quality. Briefing in marketing and content update to the expert agency while liaising with the respective business owners on requirements and copy Liaise with agency on deliverables, and incidents Managing forecast and distribution of the samples for oral health by engaging with demand & supply and warehouse Regular verification and reporting of new registrations for the healthcare professional portal Managing all project administration ie. Raising of purchase orders, estimates and invoices for marketing activities and projects Manage the marketing budget inc. accruals, forecasting and reporting Assisting with key healthcare conferences and supporting field team with their training events Assist with tracking actions from meetings 			
Unique selling points of the IBL role			
As a key member of the ANZ expert marketing team, this role will support the expert marketing function to play a critical role in driving the dental healthcare professional branded recommendation. Working directly with the Snr. Brand Manager Expert marketing ANZ, develop and undertake tactical execution of expert initiatives across salesforce and sampling, conferences, digital, media and advocacy. Develop project management and stakeholder engagement skills by leading projects and working cross functionally with digital, brand and shopper teams. This role has a unique ability to influence the digital landscape by supporting phase 2 of the expert portal strategy.			
Required Skills			
Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)			
Qualifications, Experience			
<ul style="list-style-type: none"> Partial completion of a degree in Marketing/Business. The incumbent must have an interest in marketing, strategy and/or consumer insights. 			
Job Factors:			
<ul style="list-style-type: none"> Ability to prioritize and work to tight deadlines Good level of Microsoft office skills - including Excel and Powerpoint Data literate and insight driven Ability to prioritize and paying attention to detail Fast learner with the ability to hit the ground running 			

- Able to confidently lead as well as work well in a team
- Organised and good project management skills
- Great communication and relationship building skills

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