

Industry Based Learning Program

Job Description



Job Title	Digital Marketing and Content Associate	Dept	Pharmaceuticals
Line Manager Job Title	Digital Project Manager	Location	Auckland

Key Responsibilities (10 bullet points maximum)

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

- Support the marketing team in developing digital content and brief to the Marketing Operations Centre
- Co-ordinate digital jobs in the Content Lab system right up to the production phase
- Build skills in online design layout principles, user experience, image and video formats
- Test email templates and e-detail aids across mobile, tablet and desktop applications
- Exposure to consumer website updates working closely with our Tech business partner in Australia
- Preparation of reports and data analysis using Adobe Analytics, Decibel, Searchmetrics and Veeva systems
- Update and maintain the GSK NZ corporate website in collaboration with the Head of Communications
- Participate in key digital projects, working alongside the Digital Project Manager
- Ensure compliance to all GSK digital policies and procedures
- Collaborate with the wider IBL team for the development and completion of the IBL team project

Unique selling points of the IBL role

This is a unique opportunity to gain digital marketing exposure across all areas of our respiratory, vaccines and HIV business. Your focus will be on creating seamless and personalised customer experiences across all our GSK NZ channels (email, webinar, portal and websites). Working as a Digital Content Associate, one of your key responsibilities will include liaising with the Marketing Operations Centre (MOC) and our team of brand managers to bring to life their content strategies. The role will encompass exposure to exciting digital initiatives in 2022. This role also proved the opportunity to gain general marketing experience by working alongside with brand managers across therapy areas.

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 Bachelors Degree in business, communications or similar
- Excellent written and oral communication skills
- Initiative and an eagerness to learn. Diligent initiative required to collaborate with the marketing team to fulfill key responsibilities
- Customer focus and a strong passion for digital marketing
- High attention to detail, rigor and process
- Ability to quickly build strong internal and external networks and maintain relationships
- Support change and innovation
- Understanding of the principles of Te Tiriti o Waitangi – [click here](#)
- Strategic thinking, problem solving skills, and Time management Skills
- Sound judgment and decision making skills
- Time management Skills
- Intermediate excel skills are favourable

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