

Job Title	Vaccines Marketing Associate IBL	Dept	Vaccines
Line Manager Job Title	Vaccines Senior Brand Manager	Location	Abbotsford

Key Responsibilities (10 bullet points maximum)

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

This role is to support the vaccines marketing team in development and implementation of the brand strategies. Vaccine brands that would be supported are in both the government and private markets.

Key responsibilities for the Vaccines IBL Marketing Associate will include, but are not limited to:

- Input to the development of programs to enhance sales and marketing capabilities
- Support for the communication and implementation of new sales and marketing processes
- Collect information and analyse results required for the development and setup of new programs
- Develop and support digital brand executions (websites, webcasts, email marketing,)
- Develop tools to monitor key projects and activities
- Monitoring key performance metrics and competitive intelligence
- Input into the bi-annual forecasting process
- Monitoring monthly buying patterns against targets
- Prepare monthly and quarterly brand/portfolio reports and assist in the development of new reporting requirements
- Develop specific analyses for the marketing team
- Support tender submissions

Unique selling points of the IBL role

As a key member of the Vaccines Marketing team, you will work with an integrated and experienced team to support key marketing and disease awareness campaigns, ensuring that you gain a broad depth of marketing experience during your IBL year.

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 of Business / Commerce Degree
- An interest in pursuing a career in the pharmaceutical or consumer healthcare industry is favorable
- Strong passion and interest in the placement field
- Excellent written and oral communication skills
- Self-starter with proven initiative and a desire to learn
- Customer focus
- High attention to detail, rigor and process
- Ability to quickly build strong internal & external networks and maintain relationships
- Excellent project management skills to manage and prioritise multiple ongoing projects
- Support change and innovation
- Strategic thinking and problem-solving skills
- Sound judgment and decision-making skills
- Time management Skills