

Role Description: GlaxoSmithKline Marketing Consultant

Summary

Act as a champion on campus for GlaxoSmithKline consumer and pharmaceutical products. Host awareness campaigns and marketing events with a team-mate to promote multiple brands of GSK goods. 20 hours per month of activity is required.

Key Responsibilities

Consumer Healthcare Activity:

- Implement marketing campaigns driven by the Consumer Healthcare Brand Marketing teams
- Identify creative opportunities on campus to drive sales for individual brands
- Utilize Word of Mouth / Buzz marketing campaigns to increase purchase of GSK products on campus
- Work with local retail stores to distribute appropriate handouts, coupons, or samples

Pharmaceutical Activity:

- Facilitate Word of Mouth / Buzz marketing campaigns to increase awareness of emerging pharmaceutical issues and solutions
- Organize student participation in Consumer Generated Advertisement competition
- Partner with student organizations, academic departments and other campus groups to increase awareness of current health & wellness trends
- Arrange local networks or events in partnership with regional GSK Pharmaceutical Sales Representatives

Core Elements

- Ensure that all activity is customized to fit the needs of the local environment / school
- Work in partnership with another Campus Consumers Consultant at the same school
- Participate in on-going marketing and campaign management training delivered via a GSK Web Portal
- Interact with GSK Field Coaches

Candidate Profile

- Must be a sophomore, junior, senior or graduate student during the Fall of 2007 and Spring of 2008.
- Strong track record of academic success (at least a 3.0 GPA)
- Active in on campus organizations/clubs
- Strong interpersonal skills
- Motivated and energetic
- Excellent influencing and communication skills
- Project management skills (including planning & implementation)
- Creativity

Please apply by sending your resume to campusconsumers@gsk.com

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