

Job Description: Bayer Ireland

Job Title:	Marketing Assistant	Reports to:	Product Manager
Department:	General Medicine	Location:	Dublin

THE ROLE

Overview

This role will be working across the General Medicine prescription brands including a number of market leading brands. Working closely with the Product Managers, activities will include conducting post-campaign or activity analysis to feed into ongoing learnings and planning opportunities, and executing the brand operational plans. The role will offer exposure to all areas of the marketing mix (commercial analysis to strategic planning to brand communications and activation), as well as the opportunity to work cross functionally within the business (interfaces with Medical Affairs, Regulatory Affairs, Finance, Compliance and Sales)

Because of this cross-functional exposure, this role provides a rare opportunity for the successful candidate to develop an exciting career in the pharmaceutical industry. The role will be very hands-on and varied, offering the candidate great exposure and a rich opportunity to learn and develop fundamental best-practice marketing techniques from a global market-leading healthcare company.

Key Duties

- Lead elements of key brand projects e.g consumer awareness project; keeping momentum behind projects to meet deadlines.
- Support pre- and post-meeting work across key internal business and external agency meetings.
- Proactively support the Product Managers with admin duties e.g. monitoring & reordering product educational materials.
- Conduct post-campaign/activity analysis to feed into ongoing learnings and planning opportunities.
- Input into the development of a digital strategy for key products and management of google analytics for various campaigns
- Liaise with PR and design agencies on behalf of Product Manager.
- Support the Field Sales Manager and Sales Team on ad-hoc projects and requests as required. Participateion and input to team meetings.
- Sales and data analysis
- Participate and contribute to the development of brand strategy.

THE PERSON

	Essential	Desirable
Experience	A 3 rd level degree in one of the following, or similar: <ul style="list-style-type: none"> - marketing /strategic marketing with some focus on digital marketing - Healthcare, or life sciences e.g. pharmacist with interest in commercial pharma 	- Preferable: working knowledge of a commercial business with some marketing experience

Skills	Competencies / values
<ul style="list-style-type: none"> - Organisation & planning - Strong multimedia and IT skills (inc. excel and ppt) with an understanding of the digital potential of an integrated multichannel marketing mix - Numerical ability - Good communication skills. 	<ul style="list-style-type: none"> - Team player - Good interpersonal skills - Innovative in approach to work - Ambitious and highly-driven - A strong desire to learn - Confident to contribute ideas

Remuneration

The role is initially for a 12-month contract at entry-level salary with potential for extension and growth into further opportunities within the organisation

To apply: email CV and cover letter to hr-ie@bayer.com