

JOB DESCRIPTION

Title of Position: Professional Marketing Intern (Summer intern acceptable)

Department: Marketing

Reports to:

<p>PURPOSE</p> <p><i>Why the position exists? The main function of the position</i></p>	<p>Kenvue 是全球營收最多的消費保健公司之一，在醫療保健品及消費品佔有獨特地位，旗下包含艾惟諾 AVEENO®、BAND-AID®、嬌生 JOHNSON' S®、李施德霖 LISTERINE®、尼古清 NICORETTE®、落建 REGAINE®等知名品牌。</p> <p>我們在尋找對藥學系或醫學系對非處方藥（OTC）行銷、快速消費品（FMCG）行銷有興趣的大學生、研究生、社會新鮮人。</p> <p>參與這個實習計劃，認識外商的多元共融文化、數位優先的思維、跨部門的專案規劃及執行，並且學習如何向消費者及醫療人員形塑品牌形象。</p> <p>Kenvue is the world' s largest pure-play consumer health company by revenue and hold a unique position at the intersection of healthcare and consumer goods. Our portfolio of iconic brands includes AVEENO®, BAND-AID®, JOHNSON' S®, LISTERINE®, NICORETTE®, and REGAINE®.</p> <p>We are looking for college students or graduate students, major in pharmacy or medicine, who is interested in over-the-counter (OTC) marketing and fast-moving consumer goods (FMCG) marketing.</p> <p>Join this internship program to learn about the DEI culture, digital-first mindset, cross-function project planning and execution in multinational company. Furthermore, you can learn how to influence the brand image to consumers and healthcare providers (HCPs).</p>
<p>KEY ACCOUNTABILITIES</p> <p><i>Describe in order of relative importance. In listing principal accountabilities emphasize, where appropriate.</i></p>	<p>從洞察到行銷</p> <ul style="list-style-type: none"> ▪ 藉由不同方法認識醫療人員、消費者對產品的認知，產生洞察。 ▪ 利用洞察產生行銷計劃並執行行銷計劃 <p>醫療人員行銷</p> <ul style="list-style-type: none"> ▪ 將文獻轉變成可與醫療人員溝通的實證素材，例如：文獻摘要、文宣手冊、電子報

<p><i>List 4 – 10 of the major and result the position is to accomplish.</i></p>	<ul style="list-style-type: none"> ▪ 協助開發醫療人員全通路行銷的各式資源，例如：執行市場問卷調查、設計產品行銷簡報 <p>From insight to marketing</p> <ul style="list-style-type: none"> ▪ Understand product recognition of HCPs or consumers and generate insights. ▪ Use insight to create marketing plans and execute marketing plans <p>Professional HCP Marketing</p> <ul style="list-style-type: none"> ▪ Organize references into evidence-based material that can be communicated to HCPs, such as: abstracts, brochures, and newsletters. ▪ Assist in developing resources for omnichannel HCP marketing, such as: conducting market surveys, designing product briefings
<p>REQUIREMENTS</p> <p><i>Skills, education, experience or other qualifications which would be required for anyone who would fill the job.</i></p>	<ul style="list-style-type: none"> ▪ 藥學系或醫學系的大學生、研究生、社會新鮮人 ▪ 具有基本的臨床文獻評讀能力 ▪ 無論是中文或英文，在閱讀、書寫、對話能力皆達工作熟稔程度 ▪ 團隊合作特質，具有良好的溝通、人際交往能力 ▪ 能充分掌握自己負責的工作、有良好的紀律及對細節的敏銳度 <ul style="list-style-type: none"> ▪ College students or graduate students major in pharmacy or medicine. ▪ Basic critical appraisal skills in clinical research ▪ Working proficiency level of Chinese and English in reading, writing, and communicating. ▪ Team player with strong communication and interpersonal skills ▪ Strong ownership, good discipline, and attention to details