# Job Title: Marketing Intern – OTC & Pharmaceuticals,

Provectis Healthcare AG is a Swiss Pharmaceutical Companyhead quartered in Basel, Switzerland with presence in Europe, Asia and Middle East. At Provectis Healthcare AG we are dedicated to improving the health and well-being of all people and specifically Oncology patients with our innovative portfolio across various categories, such as Dermaceuticals, Nutraceuticals, Pharmaceuticals and Aesthetic Injectables. It is our passion that transforms every job into meaningful action. Our team is growing and for this we need bright minds with creativity and flexibility.

# Job Description:

The Marketing Intern to support our marketing team in product development and execution of digital & other marketing activities for innovative products across various categories supporting oncology patients during their treatment, such as Dermaceuticals, Nutraceuticals, Pharmaceuticals and Injectables. This role provides an excellent opportunity for hands-on experience in product development, marketing strategies, campaign execution, and market research and business development within the pharmaceutical landscape (OTC & HCP).

# Key Responsibilities:

* Support the creation and implementation of marketing campaigns tailored to different product categories, including Dermaceuticals, Nutraceuticals, Pharmaceuticals and Injectables.
* Help develop marketing materials, website updates, Google ads, social media posts, Amazon brand content and promotional content that align with campaign & business objectives.
* To assist the team in business case preparation by conducting comprehensive market research and providing insights on industry trends and competitive dynamics.
* Perform market research to gather insights on industry trends, consumer behaviour, and competitive landscape relevant to the different product categories.
* Assist in analyzing research data and generating reports to support marketing strategies and decision-making.
* Help plan and coordinate marketing events such as product launches, webinars, congresses, and KOL events.
* Help maintain accurate records of marketing activities, including campaign schedules, budgets, and performance metrics.
* Work closely with the marketing team, product managers, and other departments to ensure alignment and support for product launches.
* Participate in team meetings and contribute ideas for marketing strategies and campaign improvements.
* Engage in learning opportunities and receive mentorship from experienced marketing professionals to enhance skills and knowledge.
* Support for the setting up SOPs for various areas of business.

# Qualifications:

* Currently pursuing or recently completed a degree in Marketing, Business, Communications, Science or a related field.
* Prior internship experience in marketing, particularly in the pharmaceuticals or related industries, is a plus but not required.
* Experience in graphic design or proficiency with Photoshop is a plus.

# Skills:

* Strong written and verbal communication skills.
* Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with social media platforms.
* Ability to work independently and collaboratively in a team environment.
* Strong organizational skills and attention to detail.

# Personal Attributes:

* Eager to learn about the industry and marketing strategies.
* Fluent in German & English. French & Italian is a plus.
* Willingness to take initiative and support various marketing activities

# What we offer:

We offer a competitive salary package and opportunities for professional development. At Provectis Healthcare AG we value work-life balance, providing flexible work hours and remote work options. Additionally, we offer a supportive team environment, and the chance to grow your career in a dynamic and innovative industry.

**Location:**

Basel, Switzerland

**Company:**

Provectis Healthcare AG

**Job Type:**

Internship

This role would be starting in October 2024 for period of 3 months, with a possibility of extension

Interested candidates please drop in your CV and cover letter to the below mentioned email address

[mrunalini.mandava@provectis.ch](about:blank)