

Pfizer UK Undergraduate Programme 2018/2019

Vaccines Marketing Undergraduate

Pfizer Innovative Health

Vaccines Marketing Department

Department Overview

At Pfizer, we believe in the promise and value of vaccines to improve peoples' lives. The development of vaccines to prevent serious disease is an extraordinary story of medical achievement - one in which Pfizer and its 'legacy' companies have played a critical role for more than a century.

Today, Pfizer is helping to usher in a new era of vaccine innovation - both to prevent and treat disease. We seek to make an impact on the world by taking on bacterial, viral and infectious diseases that threaten people around the globe.

We deliver impact through close collaboration with global partners and suppliers and a portfolio that spans all stages of life, enabling us to help protect as many people as possible.

What can I achieve and what will I be responsible for whilst completing a placement at Pfizer?

You will be working with the commercial marketing team at Pfizer Vaccines supporting a broad range of marketing projects. We have a portfolio of vaccines at Pfizer including products on the National Immunisation Programme and travel vaccines. We work with the NHS and many private healthcare providers.

Whilst with the team you will have the opportunity to work with a large cross section of colleagues at Pfizer such as medical, drug safety, account managers and customer services. You will learn about the day to day running of the business and support the team achieve their objectives. You will be able to develop your team working skills as you support projects through the approval process. You will be given opportunities to grow your leadership skills with projects for you to own.

The marketing role will also give you an opportunity to work with our external agencies on marketing materials, digital and communications. The experienced marketing team is here to make sure you can get the most out of the year you have with us and will support your development along the way.

You will also have a chance to see what other departments do within the company as many of the projects will be collaborations with other Pfizer departments. By the end of your year you should have a good picture of the whole business.

Other responsibilities will include:

- Working with Brand Managers to approve and develop new materials
- Supporting the development and maintenance of the Vaccines websites
- Development of updated HCP and Public Vaccine uptake programmes
- Supporting the organization of commercial and team meetings

What other opportunities and benefits do Pfizer offer?

You will get the chance to attend cross functional and core team meetings which include team building days away from the office. There may be opportunities to attend congresses in the UK or abroad.

When can I start?

Placements will start on 3rd September 2018 and will run for 12 months.

PERSON SPECIFICATION

Type of person we are looking for, in relation to **'Skills'**, **'Knowledge'** and **'Motivation'**:

- On target for a 2:1 Degree Classification
- Evidence of interest in Marketing through participation in a marketing related degree or work experience
- Confident with IT
- Aspiring to work in a commercial environment (e.g. sales or marketing)
- Enthusiasm to learn

Please note that we only accept application forms. Please do not send over your CV or cover letter as they will not be considered.