

## **Pfizer UK Undergraduate Programme 2018/2019**

### **Marketing Undergraduate – Internal Medicines**

Internal Medicines

Commercial Strategy Team

#### **Department Overview**

The Internal Medicines marketing team is responsible for the promotion of a varied portfolio, licensed for the treatment of COPD (Chronic Obstructive Pulmonary Disease), Smoking Cessation, Stroke Prevention in non-valvular Atrial Fibrillation, and treatment of Venous Thrombo-embolism (VTE). This role offers an exciting opportunity to be part of a dynamic marketing department working on one, or several of our brands. You will be working alongside experienced marketers both within the UK and European teams, and will be involved in multiple different aspects of the marketing mix, including interactions with customers and insight generation, operational planning and tactical execution.

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

The Pfizer Internal Medicines Commercial Strategy Team provides you with the opportunity to work with experts in pharmaceutical marketing and has a wealth of opportunities available across a variety of brands and therapy areas. Through working in a busy marketing environment you can look forward to developing critical business skills and being a valued team player. These skills will include communication through liaising with colleagues and external stakeholders, multi-tasking through working on a variety of projects and also leadership by owning some aspects of a brand promotional campaign and budget.

- Support the development and implementation of the operational brand plans for the UK, in order to deliver the revenue expectation for the brand(s) in line with allocated marketing expenditure.
- Creating brand materials to communicate, to predominantly a Healthcare Professional audience, up to date scientific data through multi-channel approaches
- Bring customer insight into the brand team to influence/shape brand tactics
- Lead and coordinate projects with the field facing in-country cross functional team

Other responsibilities will include:

- Develop appropriate programmes and activities to address issues/capitalise on opportunities as required, whilst adhering to relevant SOPs and the Code of Practice.
- Seek & develop insights into the needs of all customer groups within the assigned disease area(s) to ensure customer centric implementation of brand tactics
- Manage assigned brand marketing expenditure and ensure appropriate phasing of full year expenditure in line with the operating plan

- Bring to the brand team creative approaches to solving brand opportunities & challenges e.g. novel use of digital channels

### What other opportunities and benefits do Pfizer offer?

The role will involve extensive hands-on learning of many aspects of the marketing mix in Pharmaceutical Brand Marketing, and works closely in cross functional alignment with many areas of the commercial business. You will be part of dynamic UK based commercial strategy team, working closely with the European Brand marketing teams.

### 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 or higher
- Studying a Degree in Marketing / Digital Marketing / Business / Life Sciences
- Well organized with ability to be flexible, prioritize multiple demands and effectively perform under tight timelines
- Ability to balance short term needs and long term vision
- Ability to analyse, define and communicate complex concepts and strategies in verbal and written communication to demanding audiences (internal and external)
- Strong interpersonal skills required as well as excellent communication and presentation skills.

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