

Pfizer UK Undergraduate Programme 2018/2019

Undergraduate Junior Brand Manager (Regional Marketing IDM)

Pfizer Innovative Health – Rare Disease Group

Regional Marketing Team (Ultra Rare Diseases Group)

Department Overview

The Regional Marketing Team is responsible for the development of regional brand strategies and operational activities across the IDM (International Developed Markets) Region (Europe, Australia, New Zealand, Japan and Korea). The team partner with country cross-functional and global colleagues to ensure that the strategic direction and activities drive brand performance and superior customer experience. Market and customer insights from European countries are used to drive global and regional brand development, lifecycle management and business performance.

The ultra-rare disease franchise currently includes Vyndaqel, Rapamune and several products in development. The team is primarily based in Walton Oaks, Surrey, UK, and this role will be based here. This is a highly virtual role, with some travel across the region as required.

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

The role will be assigned to one or more of Pfizer's prescription brands, within the ultra-rare diseases franchise. The successful candidate will work closely with Brand Managers and Director on defined promotional activities and projects.

- Support Brand Managers in the development and implementation of European brand strategies and activities, including project management support for regional customer-facing activities
- Cross-functional working with the regional team, country colleagues, global HQ, healthcare professionals and external agencies
- Develop, review and ensure compliant materials for each activity, gaining approval from relevant managers
- Participate in and contribute to regular business meetings
- Ensure strong country communication to gain insights and alignment for brand strategy
- Support team to maximize new marketing channels, including digital and e-platforms

What other opportunities and benefits do Pfizer offer?

You will have the opportunity to work in a cross-functional setting, interacting with both internal and external stakeholders. You will also have the opportunity to travel across the Region and attend key trainings in line with development plan and major events such as congresses, internal meetings and Pfizer standalone medical education events.

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'**:

Essential:

- Effective planning and organizational skills
- Ability to work effectively in a team environment
- Ability to generate creative and innovative ideas
- Financial acumen – ability to work with numbers
- Strong communication skills – written, verbal and presentation skills
- Self-motivated – able to take the initiative, 'can do' attitude
- Accountable – takes ownership

Desired:

- Life sciences, business or marketing undergraduate/background
- Project management skills
- Previous marketing, commercial or PR experience, including digital marketing knowledge
- Cultural awareness, international outlook

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