

Pfizer UK Undergraduate Programme 2018/2019

Retail Marketing Undergraduate

Pfizer Essential Health

Marketing – Retail Team

Department Overview

Pfizer Essential Health (PEH) is a dynamic and highly-diverse business with unique opportunities for growth across our portfolio.

We represent more than half of Pfizer's total revenues, and are comprised of Biosimilars, legacy post-LOE brands, Peri-LOE brands, sterile injectable and branded generics.

We have a truly global footprint, with significant areas of growth both in the emerging and developed markets.

Our strategic intent is to make a meaningful contribution to improving global health through:

- The quality and “fit” of our portfolio to the needs of our customers
- Innovative customer engagement and service
- The diversity, talent, entrepreneurial spirit and integrity of our colleagues

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

Pfizer provides you with the opportunity to work with experts in the pharmaceutical industry and has a wealth of opportunities across a variety of departments. 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 internal and external stakeholder management, multi-tasking through working on a variety of projects, commercial and business acumen and the opportunity for leadership by owning specific projects.

The retail team offers a unique opportunity to gain an understanding and learnings in the world of primary care incl. Pharmacy & General Practice. With over a 100 products in the retail segment we have a hugely diverse portfolio and a wide ranging customer base. Our team offers the chance to get involved in all areas of the marketing mix but with a heavy weighting to commercial thinking and Customer Value Proposition development and implementation.

Other responsibilities will include:

- Involvement in team based projects with the Retail Marketing & Account Management Team
- Assisting the marketing team
- Assisting with material development and approval
- Project Implementation

What other opportunities and benefits do Pfizer offer?

- Cross functional projects
- Customer Field Visits
- Internal training courses

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
- Excellent verbal, written and presentation skills
- Ability to work effectively in a team environment
- Strong Maths and English skills
- Confidence to engage with Pfizer personnel at all levels
- Basic business and commercial acumen
- Excellent interpersonal skills, tenacity and the ability to influence others
- Proficiency with Excel, Word and PowerPoint

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