

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

### **Junior Digital Marketing Executive Undergraduate**

PIH / Internal Medicine

Regional Marketing – Digital Team

#### **Department Overview**

The Regional Marketing Team is responsible for the development of regional brand strategies and operational activities across the International Developed Markets (IDM) region for the Internal Medicines (IM) business group. 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 countries are used to drive global and regional brand development, lifecycle management and business performance.

The purpose of the regional digital team is to deliver optimal digital experiences to positively impact patient health. In order to achieve this we must look for every opportunity to use digital technology to enhance all aspects of our work. This includes complementing our medicines with best in class digital solutions, finding new ways to use digital technology to drive growth or efficiency in our business and joining the conversation in social media to build our reputation. This role provides a great opportunity to join a creative and innovative team responsible for driving digital transformation for Pfizer's Innovative Health (PIH), Internal Medicine Business within the regional marketing group across a large region of 57 countries from Europe to Developed Asia.

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

The Junior Digital Marketing Executive is responsible for supporting the regional digital team in delivering high impact internal and external digital initiatives. The role has a key interface with Regional Digital Marketing Managers, Regional Digital Capability Leads, BT and GCO to support the creation of content that can be used for digital campaigns.

During your placement you will be working on a number of high profile digital marketing campaigns ranging from website programmes for Healthcare professionals to learn about our medicines to Social Media campaigns with patients and the public to raise awareness around certain diseases all aiming to have a positive impact on patient health.

In addition the role will also supporting internal communications across the region leveraging new technologies such as mobile messaging, interactive video, email campaigns and will support the webmaster for our internal digital transformation website resource centre. You will also get the chance to practice presentation skills and the basics of marketing and strategy within the team.

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

Throughout the placement the colleague will be working with many different cross functional teams as well as external agencies and so will get a great understanding of the pharmaceutical industry in general as well as insight into how a massive corporate company operates. In addition as this is a regional role, you will also learn about business communications with many different countries and cultures and will likely travel to various countries in the region for business meetings or medical congresses.

You will also receive training in a number of different tools and platforms for both internal and external communication.

### 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
- Interested in new technologies some understanding of Digital Marketing Principles and Concepts

#### 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.**