

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

### **Junior Brand Manager (Regional Marketing) Undergraduate**

Pfizer Innovative Health (PIH)

Regional Marketing Team (Internal Medicine, International Developed Markets)

#### **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 partners 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.

#### **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 IM business group. The successful candidate will work closely with Brand Managers and Director on defined marketing activities and projects.

Pfizer also offers a diverse environment which allows employees numerous opportunities to grow and develop. This is a great chance to be part of the bigger picture, and to assist in ensuring Pfizer maintains a strong and diverse workforce as well as developing a talent pipeline of future Pfizer colleagues. It is also a fantastic way to obtain a better understanding of the pharma industry and the type of roles it has to offer.

#### **Other responsibilities will include:**

- 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?

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.

### 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.**