

Pfizer UK Undergraduate Programme 2018/2019

Hospital Brand Marketing Undergraduate

Pfizer Essential Health

Brand and Portfolio Marketing – Hospital 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 Anti-Infectives, 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 Hospital Marketing Team offers a unique opportunity to gain a thorough understanding of the world of the Pfizer branded hospital medicines. A key growth area for PEH Hospital Team is the Anti-Infective portfolio with branded antibiotics and antifungals at all stages of lifecycle management; from launch of critical anti-infectives to the management of peri-LOE and post-LOE brands.

Our team offers the chance to get involved in all areas of the marketing mix including promotion, disease awareness, digital channel development and optimization, with specific brand development and / or portfolio management where commercial thinking is key.

Other responsibilities will include:

- Involvement in team based projects with the Hospital Marketing Team
- Supporting the marketing team
- Assisting with material development and approval

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.