

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

### **Junior Brand Manager Undergraduate**

Pfizer Innovative Health

Rare Diseases

#### **Department Overview**

Pfizer's Innovative Health business (PIH) vision is to fulfill Pfizer's Mission to become the Premier, Innovative Biopharmaceutical Company, by creating medicines that significantly improve patients' lives. PIH aims to meet the challenge of an evolving global healthcare market through aspirational goal setting and disciplined experimentation to satisfy customer needs. PIH aims to expand the uptake of innovative products globally, through existing portfolio and revenue-generating business development. This role is to support the marketing team within the PIH Rare Disease division.

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

To assist the rare disease marketing team in their role of planning, development and implementation of the strategic and operational brand plans for the UK (aligned with European plans) to deliver the revenue expectation for both haemophilia and endocrine (growth) brands.

Role responsibilities include :

- Leadership of team based projects within Rare Diseases Marketing department
- Assisting the team of Rare Disease Marketeers with projects and key deliverables aligned with the operating plans.
- Assist with analysis of the reports to support marketplace understanding of the key dynamics, including account and customer segmentation, and dynamic start/stop sections of the market.
- Maintain the departmental intranet system and provide communication assistance as required, also support the communication of stories from the rare disease team to PIH News / One Pfizer.

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

As part of being a Junior Brand Manager, there will be opportunities for :

- Overseas travel 2-3 times per year
- Cross functional project work with Pfizer
- Support with personal development, and provision of training to support identified needs

### 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'**:

- Interest in marketing and sales
- Excellent verbal, written and presentation skills
- Ability to work effectively in a team environment
- Strong Maths and English skills
- Confidence to liaise with Pfizer personnel at all levels
- Ability to generate creative and innovative ideas
- Enthusiasm and pro-active approach
- IT literacy (in particular, a good knowledge of Microsoft Excel is essential)

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