

Pfizer UK Undergraduate Programme 2018/2019

Digital Marketing Undergraduate

Healthcare Operations

Pfizer Innovative Health

Department Overview

Pfizer Innovative Health is dedicated to innovative medicines that significantly improve patients' lives. PIH has a portfolio of market-leading medicines spanning several therapeutic areas at various stages of their lifecycle – launch, growth and maturity. Our business comprises inflammation and immunology; respiratory and cardiovascular; vaccines and oncology.

Digital Marketing work closely with the brand marketing, medical, commercial and business technology teams to create and deliver digital marketing campaigns across multiple channels. Our goal is to ensure patients receive access to the right medicines at the right time to deliver the right health outcomes.

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

The successful candidate will work closely with members of the digital marketing team to deliver digital campaigns in line with our 2018/2019 goals and financial objectives. He/she will provide vital support for a variety of activities including brand strategy and campaigns, internal communications, digital asset development, launch and maintenance. As the year progresses the successful candidate will be encouraged to take on more responsibility, and will be provided with support and training to enable this.

Major duties and responsibilities will include:

- Support and eventually run digital initiatives for the PIH brands
- Input to brand planning meetings
- Execution of bespoke projects, e.g. research into social media campaigns or review of site metrics
- Helping to make internal business processes more efficient
- Liaising with external vendors such as creative agencies
- Working with other internal departments such as medical, business technology and regional marketing
- Play a key role in maintaining our healthcare operations intranet site, develop content, structure and evaluate performance

What other opportunities and benefits do Pfizer offer?

- A number of training courses will be available to you during the year
- You may be asked to attend offsite meetings to support the brands you will be supporting
- You will be required to attend three two-day offsite team meetings
- There is a possibility that you will be asked to accompany brand teams to conferences
- You will organise and accompany the digital marketing team for two volunteer (and team building!) days across the year
- You may be asked to attend the three-day national field conference

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 or above
- Strong communication and interpersonal skills
- Computer literacy
- Team player
- Ambitious and enthusiastic
- Presentation skills
- Self-motivated and organised
- Desire to learn how commercial business works
- Some knowledge of digital marketing is preferable

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