

Pfizer UK Undergraduate Programme 2018/2019

Customer & Channel Marketing Undergraduate

PEH, Customer Experience & Multi-Channel Communications

Department Overview

Essential Health 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 legacy post-LOE brands, peri-LOE brands, sterile injectables, branded generics and Biosimilars.

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

The customer experience and multi-channel communications department is responsible for planning and delivering programmes and digital capabilities to support PEH's business growth in the UK. The department's core focus is on generating and acting on customer insight and managing digital campaigns and activities in support of PEH's business goals.

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

The purpose of the undergraduate role will be to assist the Customer & Multi-Channel Marketing team with the management of projects and programmes in three main areas:

- The development of customer insight to help improve customer experience
- the implementation of digital communications programmes to build customer awareness and engagement with Pfizer's Essential health portfolio.
- The tracking of project results and business outcomes in line with PEH business objectives

Main duties and responsibilities to include:

- Involvement in team based projects with the Customer & Channel Marketing team
- To assist the team with the development and management of Pfizer Healthy Partnerships projects and materials, and their dissemination through Pfizer digital platforms, events and congress.
- Support the implementation of customer research projects and the development of channels for capturing and analysing customer feedback and needs
- Support the ongoing management and enhancement of Pfizer's portal for pharmacy customers.
- Support the Retail Pharmacy & Hospitals development team with Congress/Exhibitions Management

- Support the production of new customer-facing content and materials and coordinate the weekly tracking of "job bags" through Pfizer's approval process.
- Assists the with projects and key deliverables aligned with PEH operating plans Assisting with materials resources within CPG and materials management
- Assisting with processing of customer e-permissions and reporting of team projects and campaigns.

This role provides you the opportunity to work with experts in the pharmaceutical industry, and gain experience of the activities involved in successfully planning and delivering customer experience and multi-channel marketing programmes. Through working in a busy environment encompassing business management, brand marketing and field sales and customer support functions, you can look forward to developing critical business skills and being a valued team player. These skills will include communication through liaising with colleagues and external stakeholders, multi-tasking through working on a variety of projects and also leadership by owning the undergraduate programme.

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.

What other opportunities and benefits do Pfizer offer?

The role will provide an excellent opportunity to attend industry events and congresses attended by Pfizer customers, as well as learn about the NHS. In addition, you'll learn about tools and techniques in areas such as customer experience management and digital marketing. You'll also gain exposure to cross-functional projects involving colleagues from other PEH teams.

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 liaise with Pfizer personnel at all levels
- Ability to generate creative and innovative ideas
- 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.