



Pfizer UK Undergraduate Programme 2024/2025

mRNA/Antivirals Franchise Marketing Undergraduate

mRNA/Antivirals UK –Marketing Team

Role Overview

The Antivirals Undergraduate role is an exciting position working across the mRNA/Antivirals business unit. Reporting directly to the Antivirals Marketing Lead this role will work closely with the BU marketing and medical teams, as well as platform and enabling functions to deliver innovative projects and support society to recover post the COVID-19 pandemic. Within the mRNA/Antivirals BU, we have an essential role to play in supporting the delivery of ground-breaking treatments to patients at a time where the NHS and the UK as a whole are trying to recover following a challenging number of years.

During an exciting time for Antivirals BU the successful candidate will be working on a recently launched treatment across a variety of channels including website, social media and hosted content.

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

You will work closely with the Antivirals Brand Leads and Omnichannel Lead to deliver campaigns in line with our 2024/25 goals and financial objectives. You 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, you will be encouraged to take on more accountability, and will be provided with guidance and training to enable this.

MAJOR DUTIES AND ASSIGNMENTS

- Creating brand materials to communicate, to predominantly a Healthcare Professional audience, up to date scientific data through multi-channel approaches
- Develop patient support materials and collaborate on the creation of disease awareness campaigns
- Support the development and implementation of the operational brand plans for the UK, in order to deliver the revenue expectation for the brands in line with allocated marketing expenditure
- Execution of bespoke projects, e.g. research into social media campaigns or review of site metrics
- Liaising with external vendors such as creative and digital agencies
- Lead and coordinate projects with the customer facing colleagues.
- Working with other internal departments such as medical, external communications, business technology and global marketing

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 events and meetings throughout the year



- There is a possibility that you will be asked to accompany the brand teams to national conference
- There will be opportunities to volunteer in the community during the placement
- You will gain a fantastic overview of how the business works with opportunities to learn about other areas that may interest you

You will receive a competitive salary along with benefits including 25.5 days annual leave.

When can I start?

Placements will start on 2nd September 2024 and will run for 12 months.

PERSON SPECIFICATION

Type of person we are looking for, in relation to 'Skills', 'Knowledge' and 'Motivation':

- Studying a for a Degree at University with a Placement Year in Industry or taking a Gap Year
- Strong communication and interactive skills
- Computer literacy skills
- Team player
- Ambitious and enthusiastic
- String presentation skills
- Self-motivated and organised
- Desire to learn how commercial business works
- Some knowledge of digital marketing is preferable

Who can apply?

Applicants must be completing placement as part of a degree course at a UK University, either through Year in Industry/Industrial Placement or Gap Year.

This position will close for applications on 31st March 2024.

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

Please access the Word version of the Application Form here: [Undergraduate Vacancies | Pfizer UK](#) and find instructions as to how to complete your application and more about eligibility criteria.

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