



## Pfizer UK Undergraduate Programme 2024/2025

### Oncology Marketing Undergraduate – Renal, Heam, Breast & Lung Cancer portfolio

Oncology Business Unit / Marketing

#### 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.

**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. Learn more about this exciting opportunity below!!

#### Department Overview

The Oncology business unit in Pfizer is dedicated to developing innovative cancer medicines and Biosimilars with the aim of improving outcomes for patients spanning a number of tumor types for example; Breast, Lung, Urological and Haematological cancers, with a vision of becoming Leaders in the field of management within each individual area.

The UK marketing team are an essential part of the UK oncology business unit, developing brand strategy and marketing programmes through close partnership with our medical and sales colleagues to market our medicines and improve patient outcomes.

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

Working in the marketing team will provide you with an opportunity to combine commercial and scientific skills to enhance our brand success, thereby improving patient outcomes. The roles on offer will be located within a specific cancer type. If successful you will be allocated to a tumor area and integrated within a highly experienced team, having an opportunity to work on delivering brand strategy, learning about effective project management, Omnichannel and digital marketing strategy and we will ensure you are given the chance to lead and own key projects, which will provide invaluable strategic, digital and project management skills. There may also be opportunities to take on new projects and assignments outside of the Oncology team to enhance your skills and create a well-rounded experience for your placement year.



Specifically you will gain experience in:

- The delivery of brand plans throughout 2024-2025
- Managing marketing materials in our Global Content Management system (GCMA)
- Supporting marketing and the Omnichannel team in the development of content and delivery of activities in our digital journey
- Input into designing of materials for healthcare professionals and patients
- Gathering insights on the market environment for our medicines portfolio
- Comprehension of the ABPI code and promoting compliance improvement within the Oncology BU
- Internal communication and team-working with colleagues from many different functions
- Cross business unit projects to contribute towards Pfizer's Corporate Responsibility and obtain a better comprehension of the pharma industry and the type of roles it has to offer.

The role means you will build relationships across a wide range of internal colleagues from sales and marketing, through to medical affairs and training, as well as developing relationships with our Global marketing colleagues. Whether you have a medical/scientific or business background, the placement will enhance your leadership skills, education and provide a deep comprehension of the industry alongside the science of drug development and commercialization.

Pfizer also offers a diverse environment which allows employees numerous opportunities to grow and develop within a strong and inclusive culture which is rooted in values such as courage, excellence, equity, joy and wellness. This is a great chance to be part of the shaping the bigger picture, and to assist in ensuring Pfizer maintains a diverse workforce as well as developing a talent pipeline of future Pfizer colleagues. You will have access to a multitude of training opportunities to enhance your skill set with the Pfizer Learning Academy and there also may be an opportunity to apply for a 2 year Graduate Scheme with Pfizer after completion of your degree.

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

The role will give the candidate an opportunity to develop and demonstrate leadership within a nurturing and encouraging team. The successful applicant will be given specific projects to direct on and will support different aspects of the business to ensure a diverse experience within the Oncology business unit.

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



### When can I start?

Placements will start on 2<sup>nd</sup> September 2024 and will run for 12 months.

### PERSON SPECIFICATION

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

- Completing placement as part of University Degree either through Year In Industry/Industrial Placement or Gap Year
- Life science or business related degree
- Interest in cancer medicines is helpful
- Interest in marketing preferred
- Good time/project management skills
- A self-starter and able to work on own initiative as well as open to support and guidance
- Strong social skills and a good communicator
- Interest in digital technology as a form of effective communication

### Please remember!!.....

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 24<sup>th</sup> March 2024**

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