



Pfizer UK Undergraduate Programme 2024/2025
Primary Care Marketing Undergraduate
Primary Care Business Unit – Brand Marketing Team - Migraine

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 Primary Care marketing team is responsible for the promotion and management of a wide portfolio of medicines used to treat and prevent disease. This includes vital disease areas that impact patients significantly. This role will be primarily focused on launch activities for a newly launched medicine and offers an exciting opportunity to be part of the launch team. You will be working alongside experienced and passionate marketers both within the UK and Global teams and will be involved in multiple aspects of the marketing mix, including interactions with customers and insight generation, operational planning and tactical execution.

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

The Pfizer Primary Care Medicines Marketing Team provides you with the opportunity to work with experts in pharmaceutical marketing. Through working in a busy marketing environment, 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 leadership by owning aspects of the brand promotional campaign and budget.

ROLE PURPOSE

- Support the development and implementation of the operational brand plans for the UK, in order to deliver the revenue and patient expectations for the brand(s) in line with allocated marketing expenditure.
- Creating brand materials to communicate, to predominantly a Healthcare Professional audience, up-to-date and accurate scientific data through multi-channel approaches
- Bring customer insight into the brand team to influence/shape brand tactics
- Steer and coordinate projects with the field teams and central cross functional team

MAJOR DUTIES AND ASSIGNMENTS

- Work with other members of the Marketing and Sales team to deliver on our operating plan
- Assignments span across brand marketing & digital (multi-channel) activities
- Develop appropriate programmes and activities to address issues/capitalise on opportunities as required, whilst adhering to relevant SOPs and the Code of Practice. Seek & develop insights into the needs of all customer groups within the assigned disease area(s) to ensure customer centric implementation of brand tactics
- Bring to the brand team creative approaches to solving brand opportunities & challenges e.g. novel use of digital channels

What other opportunities and benefits do Pfizer offer?

The role will involve extensive hands-on learning of many aspects of the marketing mix in pharmaceutical brand marketing and works closely in cross functional alignment with many areas of the commercial business. You will be part of dynamic UK based marketing team, working closely with the Global Brand marketing teams. Some national and/or overseas travel to congress may be required.

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':

- Completing placement as part of University Degree either through Year In Industry/Industrial Placement or Gap Year
- Well organised with ability to be flexible, prioritize multiple demands and effectively perform under tight timelines
- Ability to balance short term needs and long-term vision
- Ability to analyse, define and communicate complex concepts and strategies in verbal and written communication to demanding audiences (internal and external)
- Strong interactive skills required as well as excellent communication and presentation skills.

This position will close for applications on 21st April 2024.

Just a reminder re who can apply....

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