



Pfizer UK Undergraduate Programme 2025/2026

Medical Omnichannel Undergraduate

Pfizer Biopharmaceuticals Group Pfizer

Medical Affairs UK

Who can apply?

Applicants **must** be completing a 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 will only consider candidates who have applied by completing the Pfizer Placement Application Form. Candidates who do not complete and attach the application form will NOT be considered. You can download 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. To learn more about this exciting opportunity, please see below!!

Department Overview

Pfizer's Medical Omnichannel team's purpose is to "Transform the way medical affairs engages with physicians, patients and other stakeholders using digital & other channels to improve customer experience". This role is part of the global platform function within Pfizer (also known as Medical Communications and Content team).

The Medical Affairs team has a critical role in comprehending the clinical landscape for these therapy areas, disclosing these insights within the organisation in order to shape our development programmes and ensure the medicines we develop meet the needs of healthcare professionals and patients, fulfilling the company's dedication to bring 'Breakthroughs that change patients' lives'.

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

You will have the opportunity to work with and assist the medical omnichannel team on various projects. The main accountabilities for the role are as follows:

- Support the development of innovative medical omnichannel strategies
- Through strategic thinking and data driven insights, the role will support BU medical teams to deliver integrated, customer centric omnichannel strategies for medical content.
- Comprehend the customer journey and experience through customer & market insights that can inform BU medical content format and channel strategy.
- Provide regular review of activities in order to share learnings & successes that inform future planning & decision making
- Support and manage the deployment of omnichannel medical content



- Develop digital content bringing creative design skills and customer insights into consideration
- Evaluate the medical customer experience across channels, including websites, email, third-party sites, social media and mobile.
- Develop and report standard channel KPIs, metrics and customer analytics to shape future content, in partnership with BU medical teams, Pfizer Digital and Biopharma Operations.
- Explore innovative new approaches and continuous improvement of omnichannel processes.
- Facilitate best-practice knowledge sharing across medical affairs.

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 appreciation of the pharmaceutical industry and the type of roles it has to offer.

What other opportunities and benefits do Pfizer offer?

There may be opportunities to work with people from other departments including fellow undergraduate trainees. For instance, this may involve collaborating with other trainees and colleagues in various projects. You will also get opportunities to attend conferences, meetings, and training in relation to the projects that you work on as well as participating in Pfizer schemes such as volunteering.

When can I start?

Placements will start on 1st September 2025 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
- On target for a Degree Classification in a health or science or digital/IT related field
- Able and self-assured to challenge the status quo
- Excellent verbal, written and presentation skills
- Ability to use initiative and work effectively in a team environment
- Strong Maths and English skills
- Self-assurance to liaise with Pfizer personnel at all levels
- Ability to generate creative and innovative ideas
- Excellent interactive skills, tenacity, and the ability to influence others
- Proficiency with Outlook, Excel, Word, and PowerPoint



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 5th January 2025.

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.

#LI-PFE