



Pfizer UK Undergraduate Programme 2026/2027

Global Integrated Media Strategy Undergraduate CMO Media & Performance Marketing

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

The CMO integrated media & customer engagement team is accountable for supporting the integrated media strategy for Pfizer products and functioning as a key interface between commercial teams and media shared services. The team partner with Pfizer teams and the global media agency to develop audience-centric, insight-driven media strategy and tactical plans across paid, owned, and earned media channels, aligned with the overall product marketing strategy.

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

The Global Integrated Media Strategy Undergraduate is accountable for supporting the international media team to ensure media is delivered at a high standard across the globe, in line with best practices & global standardization.

Other tasks include :

- Supporting the International Media team in key markets to ensure media best practice is adhered to
- Liaising with our global agency partners
- Working with other internal teams in Pfizer to achieve the end business goal
- Assisting with strategic planning of media services & rollout to markets
- Financial & project management



Throughout the placement the colleague you will be working with will be many different cross functional teams as well as external agencies , which will give you a great comprehension of the pharmaceutical industry in general as well as insight into how a large corporate company operates. In addition as this is a global role, you will also learn about business communications with many different countries, cultures and objectives.

When can I start?

Placements will start on 1st September 2026 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
- Excellent verbal, written and presentation skills
- Ability to work effectively in a team environment
- Self-assurance to liaise with Pfizer personnel at all levels
- Passionate and energetic approach

As a reminder.....

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This position will close for applications on 30th November 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