



## **Pfizer UK Undergraduate Programme 2026/2027**

### **Marketing Undergraduate** Primary Care Business Unit Marketing Department

#### **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 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 accountable 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 also leadership by owning aspects of the brand promotional campaign and budget.

As part of the role you will;

- 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.
- Create 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.

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 comprehension of the pharma industry and the type of roles it has to offer.

#### **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 1<sup>st</sup> 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
- On target for a Degree Classification
- Studying a Degree in Marketing / Digital Marketing / Business / Life Sciences
- 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.

**As a reminder.....**

**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 30<sup>th</sup> 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