



Pfizer UK Undergraduate Programme 2026/2027

Vaccines Marketing Undergraduate Vaccines Marketing Team

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 Vaccines marketing team strives to bring vaccines to patients, tackling some of the most significant areas of unmet need within the NHS & private sector. Pfizer has products that are licensed to help the prevention of several diseases, including pneumococcal disease, respiratory syncytial virus, COVID-19 and meningococcal disease. The portfolio offers the opportunity to remain at the forefront of innovation to deliver meaningful change for public health in the UK to prevent devastating diseases.

This role offers an exciting opportunity to be part of a dynamic marketing department working on one, or several of our brands alongside highly skilled marketers and a range of colleagues across Pfizer. You 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 Vaccines marketing team provides you with the opportunity to work with experts in pharmaceutical marketing and has a wealth of opportunities available across a variety of brands and therapy areas. 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 clear communication through liaising with colleagues and external stakeholders, project management and multi-tasking while working on a variety of projects, and also leadership by owning some aspects of a brand promotional campaign and budget. The role provides experience in both strategic and operational aspects of marketing; and exposure to a range of colleagues and roles within the organisation and partner agencies.



AS PART OF YOUR ROLE YOU WILL:

- Promote 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 marketing materials to communicate up-to-date and accurate scientific data to predominantly a Healthcare Professionals audience through multi-channel approaches.
- Bring customer insight into the brand team to influence/shape brand tactics.
- Steer and coordinate projects with the sales team and UK 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 our operating plan for the brands in the portfolio.
- Assignments span across brand marketing and digital (multi-channel) activities.
- Develop and promote appropriate programmes and activities to address challenges and maximise opportunities as required, whilst adhering to relevant company procedures and the Association of British Pharmaceutical Industry 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
- Manage assigned brand marketing projects and associated project budgets, ensuring appropriate spend across activities in line with the brand operating plan
- Bring to the brand team creative approaches to solving brand opportunities & challenges e.g. novel use of digital channels

What other opportunities and benefits does Pfizer offer?

The role will involve extensive hands-on learning of many aspects of the marketing mix in pharmaceutical brand marketing and working closely with other colleagues in departments across the business. You will be part of a dynamic UK-based commercial strategy team, working closely with the global brand marketing teams.



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

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
- On target for a Degree Classification
- Studying a Degree in Marketing / Digital Marketing / Business / Life Sciences
- Well organised with ability to be flexible, prioritise multiple demands and effectively perform under tight timelines
- Ability to balance short term needs and long-term vision
- Ability to evaluate, define and convey 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.....

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Work Location Assignment: On Premise

This position will close for applications on 4th January 2026.

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

Purpose

Breakthroughs that change patients' lives... At Pfizer we are a patient centric company, guided by our four values: courage, joy, equity and excellence. Our breakthrough culture lends itself to our dedication to transforming millions of lives.

Digital Transformation Strategy

One bold way we are achieving our purpose is through our company wide digital transformation strategy. We are leading the way in adopting new data, modelling and automated solutions to further digitize and accelerate drug discovery and development with the aim of enhancing health outcomes and the patient experience.

Flexibility

We aim to create a trusting, flexible workplace culture which encourages employees to achieve work life harmony, attracts talent and enables everyone to be their best working self. Let's start the conversation!

Equal Employment Opportunity

We believe that a diverse and inclusive workforce is crucial to building a successful business. As an employer, Pfizer is committed to celebrating this, in all its forms – allowing for us to be as diverse as the patients and communities we serve. Together, we continue to build a culture that encourages, supports and empowers our employees.

DisAbility Confident

We are proud to be a Disability Confident Employer and we encourage you to put your best self forward with the knowledge and trust that we will make any reasonable adjustments necessary to support your application and future career. Our mission is unleashing the power of our people, especially those with unique superpowers. Your journey with Pfizer starts here!