



Pfizer UK Undergraduate Programme 2026/2027

Primary Care Portfolio Marketing & Patient Activation Associate – Marketing Undergraduate Primary Care International Commercial Office

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

This exciting role gives the successful applicant the opportunity to work in two dynamic parts of Pfizer's international marketing organisation. The first role will be supporting the Portfolio marketing and patient activation team, giving exposure to key projects to support all our Vaccines teams to improve patient access to lifesaving vaccines. After ~6 months, there would be opportunity to align to a specific vaccine team, anticipated to be RSV, supporting delivery of brand marketing tactics across international markets.

In Pfizer's International Commercial Office (ICO) Primary Care Team, we are dedicated to impacting patients lives. We focus on prevention with our paediatric, maternal and adult vaccines and treatment with internal medicines in international markets (ex-US), in close partnership with global, regional, and local colleagues.

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

Pfizer provides you with the opportunity to work with experts in the pharmaceutical industry, both internally and externally. Through working in an international marketing team, you can look forward to liaising with a wide range of colleagues internationally, developing critical business skills and being a valued team player. These skills include communication through consulting with colleagues and external stakeholders, effective prioritization of your workload to manage various tasks and taking ownership of key projects for the team. You'll help deliver impactful campaigns, promote brand growth, and contribute to projects that improve patient outcomes.



1) Supporting Season Readiness Framework

- Support the development of a Season Readiness Framework covering pre-season, in-season, and post-season phases for all vaccines, ensuring clear guidance for country teams.
- Partner with ICO Vaccines and cross-functional teams to consolidate existing projects into a unified project that aligns the full vaccine portfolio.
- Assist in creating consistent approaches for tracking, ROI measurement, impact assessment, and insights across all seasonal activities.
- Contribute to documentation and reporting that enables alignment and transparency for stakeholders across regions and functions.

2) Patient (DTC) and HCP Activation

- Support the planning and execution of consumer and HCP activation programs that improve awareness, uptake, and outcomes across priority therapeutic areas.
- Identify synergies between brands and ensure there is no duplication of efforts, promoting efficient partnerships and resource use across the portfolio.
- Partner with ICO Commercial Leads and Brand Marketing Leads to build education and support initiatives for diverse consumer and HCP segments; contribute to briefs, content calendars, and performance tracking while proactively coordinating activities to maximise impact and avoid overlap.
- Coordinate with CoLab and the CMO Media team to apply best practices from successful public and HCP-focused campaigns.

3) Adult Vaccination Uptake Campaigns

- Help design and deliver programmes that increase patient awareness and activation for vaccination and primary prevention, while also enhancing healthcare professional (HCP) confidence to recommend vaccines.

4) AI-Enabled Innovation

- Contribute to the integration of patient-focused digital strategies and AI tools—from content personalization to conversational assistants—working closely with the Portfolio lead, Pharmacy Lead and Digital team to scope pilots and measure impact.
- Integrate patient-focused digital strategies and AI tools that empower individuals in managing their health.
- Partner with CMO and Digital team to ensure consistent execution of strategies.

5) Cross-Functional & Stakeholder Partnership

- You'll partner with the ICO Primary Care Portfolio Team in a dynamic, multi-stakeholder environment, partnering across ICO Primary Care, Medical, Policy & Public Affairs, Global



Marketing, Digital, and external agencies to execute strategies and aligning to portfolio priorities and market needs.

As a marketing undergraduate, you'll have the exciting opportunity to gain hands-on experience in international pharmaceutical marketing, working alongside experienced marketers and other cross functional colleagues. You'll help deliver impactful campaigns, promote brand growth, and contribute to projects that improve patient outcomes.

As part of the role, you will:

- Support the development and implementation of regional brand growth plans for brands
- Create clear and engaging regional brand materials for healthcare professionals and patients for reuse in local markets across multiple channels
- Manage content approvals and delivery for local markets, working closely with medical and compliance colleagues and adhering to relevant Pfizer SOPs
- Partner closely with local markets to embed customer insights into international growth plans and answer to specific business needs and challenges
- Learn about the responsible use of artificial intelligence (AI) to improve marketing efficiency, implementing use of AI where appropriate for brand planning and content generation
- Track marketing expenditure, ensuring delivery of key projects within a pre-defined marketing budget
- Evaluate the success of new content and campaigns through tracking KPIs to help refine messaging and improve customer experience

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.

This description indicates the general nature and level of work expected. It is not designed to cover or contain a comprehensive listing of activities or tasks required of the incumbent. Incumbent may be asked to perform other duties as required.

What other opportunities and benefits do Pfizer offer?

Throughout this role you will have several opportunities for development such as:

- Occasional international business travel (external/internal meeting or medical congress)
- Cross-functional projects working with other departments such as wider ICO Primary Care team, global marketing and digital
- Gaining valuable insight through Pfizer-led training activities
- Occasional attendance of international medical conferences
- UK volunteering days



The role is UK-based within an international team. Some national and/or overseas travel may be required due to the international nature of the role, to attend external events or internal meetings and workshops with the international marketing community.

You will receive a competitive salary along with benefits including 25.5 days annual leave, Pfizer also encourages volunteering with several opportunities available with the company.

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 Life Sciences/Pharmacy/Marketing/Digital Marketing/Business
- Willing to work in a dynamic, international environment
- Great written and verbal communication skills
- Ability to identify what is most important and prioritize activities accordingly
- Values joy in the workplace
- Motivated to support our mission to deliver breakthroughs to patients
- Collaborative mindset for working on cross-functional projects with various departments
- Demonstrates strong organizational skills and attention to detail
- Shows initiative and is eager to take on new challenges
- Displays a global perspective and cultural awareness

As a reminder.....

Who can apply?

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This position will close for applications on 1st February 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