



## **Pfizer UK Undergraduate Programme 2024/2025**

### **Business & Digital Marketing Services Undergraduate**

#### **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.

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. Learn more about this exciting opportunity below!!

#### **Department Overview**

Pfizer Digital is a customer-oriented, front-line organization bringing together talent from across Pfizer into one, high-performing team that will enable us to work with agility, speed, and focus to create compelling experiences for our internal and external customers. With an “experience first” vision, we are here to help Pfizer 'Win the Digital Race in Pharma' in support of our company's purpose: Breakthroughs that change patient's lives.

We do this by:

- Creating compelling and personalized digital experiences;
- Delivering innovative digital, analytics, and technology solutions;
- Producing powerful insights that will support decisions and trigger action;
- Digitizing all aspects of our business, scaling for impact; and
- Driving a digital mindset in all that we do.

The Omnichannel Services & Solutions (OSS) team are responsible for creating, configuring, launching and running digital products, services, technologies, and experiences that engage consumers and physicians and increase patient value, access, and outcomes. We also drive digital enablement internally for our colleagues and workforce. The focus of this role will sit in the social media & SEO services team to support and expand the services available to the commercial business.

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

The Business & Digital Marketing Services Undergraduate is responsible for supporting the Omnichannel Services & Solutions team in delivering high impact internal and external digital initiatives. The role has a key interface with the CMO & commercial business to support the creation, support and enablement of tools and repeatable services that can be used for digital campaigns.



#### Role responsibilities include :

- Supporting the Social Media and SEO team which includes social listening, channel set up, publishing, monitoring and moderation, paid media and SEO services.
- Liaising with our preferred vendors, social media channels and technology platforms
- Working with other internal teams in Pfizer Digital to achieve the end business goal
- Liaising with commercial colleagues and client partners to confirm project requirements
- Assisting with strategic planning of service line which may include launching new services/bringing on board vendors
- 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 understanding 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 2<sup>nd</sup> September 2024 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
- Confidence to liaise with Pfizer personnel at all levels
- Passion and pro-active approach

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**This position will close for applications on 25<sup>th</sup> February, 2024.**

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