

Pfizer UK Undergraduate Programme 2018/2019

Regional Solutions Undergraduate

Commercial Operations Europe

Regional Solutions Team

Department Overview

Commercial Operations (CO) is a Global Enabling Function that develops and delivers high quality, industry leading global commercial services across all Pfizer's Business Units. The European CO Regional Solutions Team (RST) works at a regional level across the whole of Europe to provide support for core commercial services to the business that enable excellence in customer interactions.

We provide services to the business in the following categories across Europe:

- Customer Events & Engagement (CE&E) - Delivery of meetings and congresses ensuring corporate and market compliance regulations are respected
- Digital Channel Enablement (DCE) - Bring expert Digital Marketing Strategy, Channels and operations to enable One Pfizer customer experience.
- Sales and Marketing Services (SMS) - develops and delivers field force and marketing related services, increasing the effectiveness of our customer facing colleagues by supporting and driving data capture, insight, analytics and sales force optimisation.
- Training - Design and deliver training solutions to drive Customer Facing Colleagues' to effectiveness in their roles.

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

This will be a role that rotates across several departments during the year to gain a complete view of commercial operations support in a regional context. This will enable a broad appreciation of the functions and require many interaction points with regional colleagues from across the company (commercial/marketing, medical, Business technology) as well as local CO colleagues across Europe.

Digital Channel Enablement (DCE) – Support DCE team members on critical projects throughout the duration of the assignment and could include

- Supporting the regional implementation of DCE global strategy
- Digital Channel rollout and operationalisation
- Supporting Cross Pfizer European Digital Marketing activities around capability development, strategy and planning, communications etc.

Customer Events & Engagement Europe - Learn about the end to end customer engagement process in the category of meetings and events with the objective of supporting the regional team in delivery of end to end meeting support.

- Project tasks and coordination in delivering Customer Events and Engagement initiatives within the European Region such as the Global Meetings and Congress Policy and Procedure
- Support of the CE&E community in driving the Regional Operating Model and supporting the effective communication
- Gain deep understanding of the main tools and processes with CE&E to explore and support continuous improvement activities concerning those tools/processes

SMS Europe - Working at regional level to deliver our business as usual services and projects across Europe in relation to GCO owned tools/platforms and processes

- Understand about tools/platforms such as our Customer Relationship Management and Quota and Incentive tools
- Learn to maximise your project skills and work with multiple stakeholders
- Partner with the Regional business, BT, Procurement, Compliance, global and local GCO colleagues to meet organisational priorities and define and implement “best in class” SMS approaches that drive efficiency in sales and marketing operations

Training EU - Understand the way analyse regional Training needs across brands and skills and develop training content to meet these needs.

- Understand the training content development process as well as how we manage the systems and channels through which Training is delivered.
- Collaboration with Regional Marketing and Medical teams as well as local and global CO training colleagues and external vendors
- Learn how we collect data and feedback on training content and delivery to understand training value and drive potential continuous improvement

What other opportunities and benefits do Pfizer offer?

Through working across these busy environments 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 and multi-tasking through working on a variety of projects.

As this involves working regionally there is likely to be some travel as well as working on cross-functional projects.

When can I start?

Placements will start on 3rd September 2018 and will run for 12 months.

PERSON SPECIFICATION

Type of person we are looking for, in relation to **'Skills'**, **'Knowledge'** and **'Motivation'**:

- On target for a 2:1 Degree Classification
- Highly motivated individual who is able to work within a fast paced global organisation
- Excellent verbal, written, presentation and IT skills.
- Personally confident, proactive and enthusiastic
- Good planning and organisational skills, including ability to multi task between competing assignments.
- Ability to problem solve, and develop innovative solutions to complex business situations
- Ability to understand the big picture and also focus on important details

Please note that we only accept application forms. Please do not send over your CV or cover letter as they will not be considered.