

## **Pfizer UK Undergraduate Programme 2018/2019**

### **Event Planning, Communications & Marketing Operations Undergraduate**

TNI - Information and Business Technology

Business Services and Corporate Functions BT

#### **Department Overview**

Offering fantastic hands-on experience from event pre-planning and event management to communications and marketing; a great opportunity to develop and utilise executive event production, technical, creative, communications & marketing capabilities within a high performing global events team.

Through working as part of a high performing global events team, the candidate can look forward to developing critical business skills and being valued as a team member. 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 the undergraduate programme.

The Corporate Functions and Business Services Conferencing team are responsible for the delivery of global conferencing and collaboration services to all business units within the company. A main responsibility would be the planning and execution of both on-site and/or off-site large complex town hall events using collaboration technologies (video conferencing, audio conferencing, web conferencing & web streaming). There will also be the opportunity to work with the team responsible for developing and executing internal newsletters, communications and marketing programs in support of BT's enterprise tools, services and projects.

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

Under the direction of BT Business Services, the selected candidate will assist with all aspects of the Event Support services offered by the team. The selected candidate will set up and take part in pre-event planning calls, identifying services required, help to determine the required Audio/Visual (AV) equipment, assist with equipment set-up and design, work with the technicians on pre-event AV tests, join communication lines that are run for all high level events, provide remote event support from our technical studios, and provide on-site AV support on live events, which will include camera work, audio and visual mixing desk management, and show calling and event production. They will have the opportunity to assist on stage, in backdrop, and in event design using design software, and will learn video editing.

Another aspect of the role is assisting with daily video conferencing operations under the direct supervision of the Service Delivery Managers and Team Lead at the site. This includes meet & greets for video conferences, new system installations and routine maintenance of hardware, as appropriate. The selected candidate will support the development and execution of communications, knowledge management, and training initiatives promoting enterprise-wide BT tools/services to customers.

And, they will serve as a resource for other initiatives and/or small projects where his/her experience may add value to Pfizer.

In addition, the candidate will work closely with the Virtual Meeting Support & Operations Team, Knowledge Management Team, and Conferencing/Collaboration Team (Service Delivery Managers) to develop and improve available guidance and how-to instructions related to the *Meet On Demand* program including but not limited to WebEx with Built-In Audio Conferencing, Video Conferencing, and Managed Events.

- Assist with the review of self-service how-to Knowledge-Based Articles (KBAs) for *BT On Demand* and modify as needed
- Support translations as needed
- Support creating instructional videos as needed
- Support creating training objectives and materials for programs, including slides, videos, etc.
- Assist in the promotion of the BT Ambassador Program, specifically the creation of an initiative to increase certification

#### **Areas in which skills will be acquired and developed in:**

- Pfizer Business Technology
- Executive event production
- Crew management
- Key Customer Interface - Client Liaison
- Partner with clients and meeting coordinators to plan, organize, and deliver events
- Audio Visual Technology and Technical Support
- Coordinate with and provide assistance to local site technical support resources to ensure meetings and events are covered with respect to the meet & greet service, and general troubleshooting of problems and incidents
- Post-event video editing
- Partner with the engineering team in support of software changes on existing video conferencing network, as assigned
- Providing technical specifications
- Knowledge of design software
- SharePoint and Box
- Internal Social Media (Yammer) & Communications
- Ability to work in a complex environment, developing communication and presentation skills with both BT and the business
- Ability to work in challenging projects
- Customer interactions and communication
- Knowledge Management - Service Center, *BT On Demand*, Drafting Knowledge Based Articles
- Ability to think differently and collaborate with innovative minds
- Supply management
- Budget management

### What other opportunities and benefits do Pfizer offer?

There will be opportunities to travel within EU to support off-site events and to work on cross-functional projects. The candidate will support all Pfizer Business Units and will gain an exclusive insight into how Pfizer works.

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

### 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
- Knowledge of and passion for Event Production
- Strong attention to detail and organized
- Strong interpersonal and collaboration skills
- Creative
- Excellent written and verbal communication skills
- Team player
- Self-motivated
- Drives continuous improvement
- Loves technology and gadgets
- Excellent time management skills
- Customer and service focused

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