

Pfizer UK Undergraduate Programme 2018/2019

Shopper and Category Insight Undergraduate

Sales / Sales Strategy

Pfizer Consumer Healthcare

Department Overview

The Sales Strategy department is a key function at Pfizer Consumer Healthcare. We are often referred to as the 'Engine Room' of the business. We are accountable in providing insights to the sales and marketing team as well as our key strategic retailer partners such as Tesco and Boots. We help shape the strategic direction and tactical needs of the category, example Vitamins. We analyze the impact of current and future business activities and provide actionable recommendations both internally and externally to our retail partners. The team consists of 6 people who have a diverse background, experience as well as providing an amazing working environment. Our vision is to be the **'Most Trusted Health and Wellness Partner in driving Category and Shopper growth Opportunities'** underpinned by key behaviors in our team: Being pro-active; Dare to Try; Being Loud & Proud; Support each other; Focus on priorities and Talk in the Customer Language.

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

In this role you will develop a multitude of skills, competencies and experience.

SKILLS:

- Use diverse information sources to identify changes in consumer, shopper and retailer attitudes and behaviors
- Analyze diverse data and information sources to evaluate competitors, PCH and retailers' strengths and weaknesses to help drive brand and trade strategy development
- Be the brand advocate – proactively work to maximize: rate of sale, range, space, listings and display of PCH brands in key retailers/wholesalers
- Space planning and the ability to develop and present fact based selling arguments and presentations for our retail and wholesale customers
- Project leadership skills – ability to plan and execute activities / projects to achieve the agreed result
- Build strategic relationships with internal and external customers
- Present to and communicate with all groups in the relationships area
- Evaluate and advise on external data and research proposals

KNOWLEDGE:

- Category management principles
- IRI database, Customer Loyalty Data, Excel & Powerpoint

- UK major multiples (Tesco) and pharmacy (Boots) strategies
- Range analysis/space planning software (e.g. Market Profiler, Intactix, Prospace)
- Market research data sources
- Database interrogation

COMPETENCIES:

- Analytical thinking
- Creative thinking
- Understanding the business
- Understanding customer needs
- Understanding people
- Influencing others
- Strategic thinking

Other responsibilities will include:

CONSUMER, SHOPPER & CUSTOMER UNDERSTANDING:

Developing a deep understanding of our shoppers, retailers and understanding their behaviour, attitudes towards the brand and the category. Work with sales to investigate and lead the implementation of trade opportunities such as trade customer range reviews or broader OTC category initiatives.

BRAND/TRADE STRATEGY DEVELOPMENT:

To combine an understanding of the shopper and the competitive dynamics of the market/retail environment, to help shape the strategic direction and tactical needs of the brand by feeding relevant insight, analysis and recommendations into the brand, trade marketing and account plans

CATEGORY MANAGEMENT OPERATIONS:

Strategic and tactical input, into all the aspects of category management. Consolidate all category management plans so that it is clear what activity is taking place by brand, summarising what is planned. Monitor the implementation of the activity against agreed plans.

CUSTOMER MANAGEMENT INTEGRATION:

In conjunction with marketing and sales, integrate retailer and consumer needs in order to define and support the brand strategy and build the customer value of the brands. Work with Business Account Managers to identify opportunities to improve brand performance by account. Provide category management support in the areas of range and space analysis and planogram production.

BRAND EQUITY MANAGEMENT:

The development of new ideas that add value for the shopper/retailer to ensure the long-term profitability of the brand.

What other opportunities and benefits do Pfizer offer?

- Training
- Event/Trade Show Planning
- Dedicated team to help support your development and experience

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
- Analytical mind set
- Creative thinking
- Team Player
- Passion for results
- Likes data
- Presenting
- Can do attitude
- Doing the right thing by people
- Passion for results
- Developing yourself
- Commitment to quality

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