

Pfizer UK Undergraduate Programme 2018/2019

Sales and Marketing Services & Digital Channel Enablement Undergraduate

UK Commercial Operations (CO)

Sales and Marketing Services (SMS) & Digital Channel Enablement (DCE)

Department Overview

Commercial Operations (CO) is a Global Enabling Function that develops and delivers high quality, industry-leading commercial services to Pfizer's Pharmaceutical Businesses.

The UK Team focuses on providing services, operational support and strategies for the UK Commercial Businesses which drive **excellence in customer interactions**. We do this in a number of areas:

- **Digital Channel Enablement (DCE)** - provides expert digital marketing strategy, cutting-edge channels and industry-leading operations to ensure our customers receive communications relevant to them, via the channel they prefer and at a time which is convenient to them.
- **Sales and Marketing Services (SMS)** - develops and delivers field force and marketing-related services to increase the effectiveness of our customer-facing colleagues through the provision of key data, insights, analytics and sales force optimisation.
- **Customer Events & Engagement (CE&E)** - delivery of meetings and congresses ensuring corporate and market compliance regulations are respected.
- **Training** - design and delivery of training solutions to drive customer facing colleagues' to effectiveness in their roles.
- **Customer Engagement Programs (CEP) & Customer Interaction Tracking tools (CIT) Support Services (CSS)** – provides end to end support to commercial colleagues, maximizing the value of 2-way communications with external stakeholders whilst maintaining Pfizer's commitment to patient safety.

Each function has a corresponding global Centre of Excellence and support from a Regional Solutions Team.

In Commercial Operations, we are committed to providing a truly developmental and career-building experience so whilst this role will predominately focus on SMS and DCE, it will also provide the opportunity to experience working in other CO departments during the year to gain a complete view of commercial operations at Pfizer. 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 CO colleagues across Europe. It will also develop critical business skills. This role will deliver a truly memorable placement by exposing you to all areas of the commercial and business environment here at Pfizer UK.

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

You will be based at our Head Office in Surrey, working mainly across two functions to support our HO and field-based colleagues to achieving their commercial and performance objectives. Your focus will be to work as a part of the team to manage the systems, information and data to drive business planning and the delivery and the channels to accelerate and optimise our customer's digital experience.

This role supports the UK Lead, local SMS Operation Managers and SMS Business Partners (BPs).

During your year in the team, you can expect to develop key planning, project management and analytical skills as well as developing operational expertise. You will gain an in-depth understanding of how aligned, consistent and targeted digital can drive a tailored, more effective and ultimately industry-leading customer experience. In addition you will gain invaluable experience of working in a fast-paced, fluid, complex business environment, learning how to prioritise, multi-task and flex your skills and working style to meet the needs of two very different businesses.

Your core responsibilities will include but not be limited to:

- Supporting the UK team to implement SMS & DCE strategies and provide best-in-class operational support to drive business performance.
- Project planning and delivery in partnership with multiple stakeholders; working under the direction of the SMS BPs and Ops managers to support the implementation of CO global and regional projects in the UK.
- Partner with the UK businesses, Business Technology, Procurement, Compliance and global and regional CO colleagues to meet organisational priorities and define and implement "best in class" SMS and digital approaches that drive efficiency in sales and marketing operations.
- The execution of a number of key transactional business processes which drive performance and efficiencies involving CO tools and platforms such as our Customer Relationship Management and Quota and Incentive tools.
- Supporting the UK implementation of DCE global strategy.
- Digital Channel rollout and operationalization.
- Sharing and driving best practices across the regional/global SMS community with peers and colleagues.
- Collaboration with the rest of the CO teams to ensure an end-to-end service and integrated approach is delivered to the UK commercial businesses.

Pfizer 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 pharmaceutical industry and the type of roles it has to offer.

What other opportunities and benefits do Pfizer offer?

Within the role you will have access to a variety of learning and development experiences both through on-the-job experience but also through regional and global cross-functional projects, training courses and development days and by attending conferences and participating in team events.

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 (minimum).
- Highly motivated individual who is keen and able to work within a fast paced global organisation.
- Personally confident, proactive and enthusiastic.
- A solutions-focused approach and can-do, service-orientated attitude.
- Great team player.
- Good under pressure.
- Good communication and inter-personal skills.
- Excellent IT literacy/knowledge required with strong numeric and analytical skills.
- Digitally and technology savvy.
- Able to demonstrate strong analytical and quantitative skills - and attention to detail.
- Good planning and organisational skills, including the ability to multitask between competing assignments and priorities.
- 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.