

Pfizer UK Undergraduate Programme 2019/2020

Junior Brand Manager (Regional Marketing) – Undergraduate position

Pfizer Innovative Health – Rare Disease Group
IDM Marketing Core Team

Department Overview

The Regional Marketing Team is responsible for the development of regional brand strategies and operational activities across the IDM (International Developed Markets) Region (Europe, Australia, New Zealand, Japan and Korea). The team partner with country cross-functional and global colleagues to ensure that the strategic direction and activities drive brand performance and superior customer experience. Market and customer insights from the Region are used to drive global and regional brand development, lifecycle management and business performance.

The Regional Genotropin (Growth Hormone) team is part of the Core team in the Rare Disease Group.

The team is primarily based in Walton Oaks, Surrey, UK, and this role will be based here. This is a highly virtual role, with some travel across the region as required.

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

You will work closely with the Genotropin Senior Brand Manager and Brand Manager on defined promotional activities and projects.

- Support them in the development and implementation of Regional brand strategies and activities, including project management support for regional customer-facing activities
- Cross-functional working with the regional team, country colleagues, global HQ, healthcare professionals and external agencies
- Develop, review and ensure compliant materials for each activity, gaining approval from relevant colleagues
- Participate in and contribute to regular business meetings
- Ensure strong country communication to gain insights and alignment for brand strategy
- Support team to maximize new marketing channels, including digital and e-platforms

What other opportunities and benefits do Pfizer offer?

You will have the opportunity to work in a cross-functional setting, interacting with both internal and external stakeholders. You will also have the opportunity to travel across the Region and attend key trainings in line with development plan and major events such as

congresses, internal meetings and Pfizer standalone medical education events.

You will receive a competitive salary along with benefits including 25.5 days annual leave.

When can I start?

Placements will start on 2nd September 2019 and will run for 12 months.

PERSON SPECIFICATION

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

Essential:

- On target for a 2:1 Degree Classification
- Effective planning and organizational skills
- Ability to work effectively in a team environment
- Ability to generate creative and innovative ideas
- Financial acumen – ability to work with numbers
- Strong communication skills – written, verbal and presentation skills
- Self-motivated – able to take the initiative, 'can do' attitude
- Accountable – takes ownership

Desired:

- Life sciences, business or marketing undergraduate/background
- Project management skills
- Previous marketing, commercial or PR experience, including digital marketing knowledge
- Cultural awareness, international outlook

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