

Pfizer UK Undergraduate Programme 2019/2020

Global Comms and Capability, Digital Channel Enablement Undergraduate

Strategy, Portfolio & Communication Operations - GBR

Global Commercial Operations

Department Overview

Digital Channel Enablement is within Strategy and Commercial Operations. DCE partners with the business and other enabling functions to design and deliver online multi channel marketing approaches that drive business performance and efficiency. DCE is a global entity with regional teams in Europe, Africa Middle East, Asia Pacific, North America and Latin America.

This is an exciting opportunity to work across the commercial organisations, in a virtual, global role, to promote and help drive use of digital channels across the brands to improve customer experience.

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

Working with the global centre of excellence team to support and where appropriate lead, DCE global and regional activities. The role is based in Walton Oaks, UK and some overseas travel may be required.

Support the DCE team members on critical projects throughout the duration of the assignment, projects could include:

- DCE global communication strategy & implementation
- DCE digital channel management and operationalization for brand marketers
- Activities relating to digital marketing capability development, strategy and planning
- Running workshops and meetings for forward thinking, next gen, global projects
- Supporting the roll-out of global projects in line with the business operating plans

During your year in the team, you can expect to develop key skills required to operationalise a global digital marketing strategy. You will gain an understanding of how an aligned, consistent and targeted digital marketing approach using multiple channels can drive a tailored customer experience.

You will also learn project management skills that will help you manage multiple projects, across multiple markets. You will experience and learn how to move an organisation from the launch phase of a digital programme through to a business as usual set-up in a global team. This requires a consistent approach across all the markets and hence the importance of internal communications.

What other opportunities and benefits do Pfizer offer?

This role will give you the opportunity to experience working as part of a global team and working virtually, which means you may have some travel outside of the EU. You will experience working in the digital hub of the organization, working with colleagues from Business Technology, Global Business Analytics, Marketing, Communications as well as regional and country based colleagues across Business Units. The projects will be varied supporting digital marketing activities relating to capability development and training, strategy and communications.

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 and training courses. You will be able to attend conferences and participate in team events.

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

When can I start?

Placements will start in September 2019 and will run for 12 months.

PERSON SPECIFICATION

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

- Personally confident, pro active and enthusiastic
- Self-starter who is comfortable working with a virtual team who are located in multiple countries
- Good planning and organisational skills, including ability to multitask between competing assignments
- Excellent verbal, written, presentation and IT skills.
- Individual who has some knowledge of:
 - Multi Channel Marketing / Digital Marketing
 - Operational process
 - Customer communications
- Ability to see projects through to completion, focused on the end result

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