

Pfizer UK Undergraduate Programme 2019/2020

Vaccines Marketing Undergraduate

Vaccines

PIH

Department Overview

The Vaccines team aims to protect 8.2 Million lives with our vaccines by the end of 2021. We focus on raising both public and healthcare professional awareness of the value of prevention through vaccination. We work innovatively with both the NHS and private markets here in the UK. The importance of raising HCP and the public's knowledge of vaccines to protect them at home and on their travels through digital and traditional channels is critical to us.

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

Your role in the team will be to support the development and approval of marketing projects in the Vaccines team. You will work as part of the brand team primarily but have chances to collaborate cross functionally with medical, public affairs among others. You will also work closely with external agencies and learn how to manage these relationships.

Once familiar with key processes you will be able to help develop materials for healthcare professionals and consumer awareness campaigns. These will include both traditional media and digital assets such as social influencer campaigns and website development. These both link into our increasing use of social media and represent a chance for innovation and creativity.

Through this work you will develop awareness of the industry rules important to ensure high standards of practice and the ability to work in a cross functional team to meet deadlines. You can expect to develop business communication skills through working with multiple stakeholders including internal and external colleagues. Across the year you will gain insight into many aspects of marketing including creating a brand plan, managing budgets, customer insights.

This is a fantastic chance to be part of a hard working but welcoming team and have a chance to understand the business environment whilst growing yourself as an individual.

Other Responsibilities Include

- *managing materials with our logistics partners*
- *maintaining website tracking documents*
- *helping to coordinate and run team meetings*

What other opportunities and benefits do Pfizer offer?

Training on all the products that vaccines offer will be provided and further training opportunities relevant to the business. There may be an opportunity to attend one of the regional marketing meetings that take place in Europe depending on timings. The Vaccines team aims to hold at least one volunteering/charity day per year.

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':

- On target for a 2:1 Degree Classification or above
- An interest or desire for marketing experience
- Scientific and/or marketing/business knowledge would be useful
- Good communication and team working skills
- Enthusiasm to learn and strong work ethic
- A focus on personal development
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Please note that we only accept application forms. Please do not send over your CV or cover letter as they will not be considered.