



Pfizer UK Undergraduate Programme 2019/2020

Junior Brand Manager – Undergraduate

Internal Medicine, International Developed Markets / Eliquis Regional Brand Team

Pfizer Innovative Health

Department Overview

The Regional Marketing Team are responsible for the development of regional brand strategies and operational activities across the International Developed Markets (IDM) Region which includes Europe, Japan and Australia. 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 IDM countries are used to drive global and regional brand development, lifecycle management and business performance.

The Regional Marketing Team includes several different Therapeutic Areas (TAs), including Rare Diseases, Women's Health, Urology, Respiratory Medicine, Inflammation and Cardiovascular Disease.

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?

The role will be assigned to one of Pfizer's prescription brands, ELIQUIS (Apixaban). The successful candidate will work closely with Brand Managers and Brand Directors on defined promotional activities and projects.

Within the Internal Medicine business unit, ELIQUIS is a key growth driver that is providing patients suffering from Atrial Fibrillation (AF) and Venous Thromboembolism (VTE) with the opportunity to embrace life. In the primary indication for Stroke Prevention in AF (SPAF) robust clinical trial data differentiates ELIQUIS within a competitive Novel Oral Anti-Coagulant (NOAC) market; and for patients at risk of VTE ELIQUIS provides significant clinical and health economic benefits. This role provides a great opportunity to contribute to the ongoing growth of Eliquis and to develop your brand marketing experience, enhancing your strategic and tactical implementation skills within an Alliance operating model where by the brand is co-promoted with another pharmaceutical company, Bristol-Myers Squibb.

Pfizer provides you with the opportunity to work with experts in the pharmaceutical industry and has a wealth of opportunities available across a variety of departments. Through working in a busy marketing environment you can look forward to developing critical business skills and being a valued team player. These skills will include communication through liaising with colleagues and external stakeholders, multi-tasking through working on a variety of projects and also leadership by owning various marketing projects.

Other responsibilities will include:

- Support Brand Managers in the development and implementation of IDM 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 managers
- 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?

Travel within Europe, cross-functional projects with various stakeholders at a country, IDM and Global level, training courses for learning and development, attendance at international meetings and conferences.

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.