

Pfizer UK Industrial Trainee Scheme 2019/20

Oncology Business Unit – International Developed Markets

Europe, Japan, Korea, Australia & New Zealand Commercial Team

Commercial (also referred to as Marketing) Junior Brand Manager - Undergraduate

DEPARTMENT OVERVIEW

The commercial (also referred to as marketing) team are responsible for the development of regional (Europe, Japan, Korea, Australia) brand strategy and operational activities across the region. The team partner with country cross functional and global colleagues to ensure that the strategic direction and activities will drive in line brand performance and launch success. Market insights from the international countries are utilised to drive global brand development, lifecycle management and business performance.

The team is based over several sites : Berlin, Walton Oaks, Paris and Oslo. This role will be based in Walton Oaks with some limited travel across Europe as required.

ROLE PURPOSE

The role will be aligned to Xalkori® (crizotinib), Lorviqua (Lorlatinib) and Vizimpro (Dacomitinib), all innovative personalised treatment options for defined groups of lung cancer patients within the international lung cancer portfolio team. The successful candidate will work closely with Brand Managers and Director on defined promotional activities.

MAJOR DUTIES AND RESPONSIBILITIES

- Support Brand Managers in the development and implementation of regional brand strategies and activities, including project management support for regional customer facing meetings
- 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 maximise new marketing channels around digital and e-platforms

PERSON SPECIFICATION

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

Essential:

- Organised
- Team player
- Financial acumen – ability to work with numbers
- Good communication skills
- Self motivated
- Accountability

Desired:

- Science background
- Project Management skills
- Previous marketing experience
- International awareness

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

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