



Pfizer UK Undergraduate Programme 2019/2020

Junior Marketing (Brand) Manager- Undergraduate

Pfizer Oncology

RCC/GI Commercial Team, IDM (International Developed Markets)

Department Overview

The marketing team are responsible for the development of the brand strategies and operational activities across the region (Europe, Japan, Korea, Australia & New Zealand). The team partner with country and global colleagues from different functions to ensure that the strategic direction and activities shape the environment and drive the brands 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 primarily based in Walton Oaks, and this role will be based in Walton Oaks with some travel across Europe as required.

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

The role is aligned to the brands which are within the renal cancer and GI cancer portfolio. The successful candidate will work closely with Brand Managers/Director on defined promotional activities. There are the opportunities to take part or full responsibility for delivery of key components of projects with support and direction from colleagues.

You will work through a full marketing cycle of planning and project delivery. You will develop project management, strategic planning and tactical delivery skills through accountability and responsibility for all or part of critical projects within the team. This will involve working with colleagues from different departments so will allow you to get an excellent view across the commercial business.

Pfizer offers a diverse environment which allows employees numerous opportunities to grow and develop. This is a great chance to be part of the bigger picture, and to assist in ensuring Pfizer maintains a strong and diverse workforce as well as developing a talent pipeline of future Pfizer colleagues. It is also a fantastic way to obtain a better understanding of the pharmaceutical industry and the type of roles it has to offer.

Other responsibilities will include:

- Support Brand Managers in the development and implementation of European brand strategies and activities
- 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, monthly business meetings
- Ensure strong communication with country colleagues to gain insights and alignment for brand strategy
- Support the team to maximise new marketing channels around digital and e-platforms

What other opportunities and benefits do Pfizer offer?

Working in the international team there will be some European travel required. This will be for either internal meetings, customer educational meetings and congresses. Through congress attendance and education meetings you will hear from International experts on cancer management as well as be at the forefront of scientific debate.

Most projects involve work with other departments so you will gain insights from across the business as well as from external suppliers. This will help with your future career planning.

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:

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

Desired:

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

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