

Pfizer UK Undergraduate Programme 2019/2020

Regional Junior Brand Manager Undergraduate Rare Disease

Department Overview

Pfizer has an established portfolio and a promising late stage pipeline to treat patients with different rare diseases (RD). The Growth team is responsible for the early lifecycle assets which are in growth phase and for planning launches of new medicines for patients.

This role is in the Regional Marketing Growth team, which is responsible for the development of pipeline plans, regional brand strategies and operational activities across the IDM (International Developed Markets) Region (Europe, Australia, New Zealand, Japan and Korea). The team partner with country cross-functional and global colleagues to ensure to set the strategic direction and plan activities that meet patient needs while also driving brand performance and superior customer experience. Market and customer insights from the Region are used to drive country activities.

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?

You will work closely with the Commercial Development Director and Brand Director on defined market development and brand planning activities and projects.

- Support them in the development and implementation of Regional projects such as market research, access strategy, communications plans, educational programs and brand planning including project management support for regional 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 colleagues
- Participate in and contribute to regular business meetings
- Ensure strong country communication to gain insights and alignment for regional strategy

What other opportunities and benefits do Pfizer offer?

You will have the opportunity to work in a cross-functional setting, interacting with both internal and external stakeholders. You will also have the opportunity to travel across the Region and attend key trainings in line with development plan and major events such as congresses, internal meetings and Pfizer standalone medical education events.

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

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':

- Interest in marketing and sales
- Strong communication skills - verbal, written and presentation
- Ability to work effectively in a multi-cultural matrix team environment
- Confidence to liaise with Pfizer personnel at all levels
- Ability to generate creative and innovative ideas
- Enthusiasm and pro-active approach
- IT literacy (in particular, a good knowledge of Microsoft Excel is essential)

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