

### **Job Description**

**Job Title:** Graduate Future Leadership Programme  
**Job Id:** 1029448  
**Target Openings:** 5  
**Locations:** United Kingdom-Walton Oaks

Pfizer: Working together for Britain's national health

Pfizer is one of the world's premier innovative biopharmaceutical companies, discovering, developing and providing over 100 different medicines, vaccines and consumer healthcare products that help save and transform the lives of millions of people in the UK and around the world every year.

The organisation consists of three divisions:

- The Global Innovative Pharma business (GIP) which is focused on developing, registering and commercialising novel, value-creating medicines that significantly improve patients' lives. These therapeutic areas include inflammation, cardiovascular/metabolic, neuroscience and pain, rare diseases and women's/men's health.
- Global Vaccines, Oncology and Consumer Healthcare (VOC) which is comprised of three separate, unique businesses focused on high, organic growth over time and which require distinct specializations and operating models in science, talent and market approach.
- The Global Established Pharma (GEP) which is a large and highly diverse business comprising of three primary product segments with different market dynamics: Peri-LOE products in developed markets, legacy established products in developed markets and all established products sold in emerging markets.

**The Graduate Future Leadership Programme role will focus predominantly on commercial activities and consist of rotations within the marketing and field sales organisations in the above divisions.**

The marketing team is responsible for the development of UK brand strategies and operational activities across the UK. The team lead and partner with in country cross functional and regional colleagues to ensure the strategic direction and activities will drive in line brand performance and launch success. Market insights from the country are utilized to drive the brand development, lifecycle management and business performance.

The field sales teams focus on sharing information about Pfizer products to a variety of customers, and planning and organising call activities in order to meet territory plan objectives. Typically these teams will interact with either primary (general practice) or secondary (hospital) care customers which range from GPs, practice nurses and community and retail pharmacists to consultants, registrars, clinical nurses specialists and hospital pharmacists. Some field teams are more specialist in their roles and focus on a KOL (key opinion leader) account management, service redesign and understanding and supporting local health issues and variances.

### **Role Description**

The Graduate Future Leadership Programme will span two years and involve a minimum of two rotations.

You will spend 6-9 months working as part of the UK's field sales teams focused on customer interactions and production promotion in order to delivering the required sales targets.

You will then spend 6-9 months working in one of the UK's marketing teams, supporting the planning, development and implementation of the strategic and operational brand plans.

During the two years there will also be opportunities to participate in bespoke project and workstreams both aligned to the business in which you are working in (i.e. GIP, GEP or VOC) and/or in one of Pfizer's many UK enabling platforms, e.g. HR, Finance, Legal, Regulatory.

### **Core Responsibilities - Marketing**

- Support the strategy manager/brand leader in the development and implementation of brand strategies, projects and activities, including project management support and agency management
- Support with market analysis and identifying customer insights to support marketplace understanding
- Cross functional working with regional team, country colleagues, healthcare professionals and external agencies
- Develop, review and ensure compliant materials (ABPI) for each activity gaining approval from relevant colleagues
- Participate in, contribute to, and coordinate monthly business meetings
- Support team to maximize new marketing channels around digital and e-platforms

### **Core Responsibilities - Sales**

- Product promotion and sales
- Implementation of value-added programmes across your designated territory
- Arranging customer educational and promotional meetings
- Liaising with territory team members to share information, motivate and support team members
- Key role in territory team planning and ensuring this links to overall the District/Health Authority Plan
- Within this rotation you will be provided with the opportunity to sit the ABPI Medical Representatives Exam

### **Role Requirements**

#### Essential

- Excellent verbal, written and presentation skills
- Financial acumen – ability to work with numbers
- IT literacy (in particular, a good knowledge of Microsoft Excel is essential)
- An ability to work effectively in a team environment
- An ability to organise and prioritise effectively
- Accountability
- Confidence to liaise with senior personnel at all levels
- An ability to generate creative and innovative ideas
- Self-motivation; enthusiasm and a pro-active approach

Desired:

- Demonstrate an interest or passion for Science
- Project management skills
- UK healthcare awareness
- Experience of working in a blue chip/corporate/business environment

You will also need to hold:

- A full clean driving licence

### **Qualifications**

- Predicted 1:1 or 2:1 in ideally a business or science degree; however we welcome applications from other disciplines

### **Equal Employment Opportunity**

Pfizer's aim is to provide equality of opportunity in the recruitment process by avoiding discrimination on the grounds of: age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage & civil partnership, pregnancy & maternity, political persuasion or trade union membership.

At Pfizer we are creating an organisation and promoting a culture that respects each individual's unique character and life experiences, and reflects the diversity of our customers and markets. We will achieve this through fostering and sustaining an environment in which every colleague feels valued and supported, thus enabling superior business results.