

Pharmaceutical Marketing Industrial Placement

Takeda UK Ltd

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About Takeda

Takeda is a 230 year old Japanese pharmaceutical company with more than 30,000 employees in 70 countries. Takeda has a very strong belief in its values of 'Takeda-isms': integrity, fairness, honesty and perseverance.

Takeda Oncology

Takeda has a global focus on oncology, with innovative therapies in both haematology and solid tumours. Therapy areas within the oncology portfolio include lymphoma, myeloma, bone cancer and lung cancer. During my placement I worked within the multiple myeloma cancer franchise.

Responsibilities of the Role

- Coordination of various internal and external stakeholders
- Leadership and project management of key Marketing and Medical projects
- Strategic planning and tactical implementation
- Budget tracking
- Support to the wider brand team
- Management of the approval of marketing and non promotional materials

Training and opportunities

- Mandatory process & SOP training including on the ABPI code
- Optional personal development courses: Insights personality test, soft skills workshops: presentation; project management skills, self leadership etc
- Digital Marketing, Health Economics and Creative Thinking online courses
- External learning platform newsletters: FirstWord Pharma subscription
- Graduate scheme opportunity: Future Leadership Programme

Project 1: Digital Strategy

I worked with my team to develop and deliver multiple digital campaigns during the COVID-19 pandemic. These were highly impactful due to the effect of the pandemic on the ways in which healthcare professionals interact with the Pharmaceutical Industry.

A) I delivered a series of digital communication posts via multiple platforms, in which I had to propose the content and ensure alignment with the brand strategy and set corrective measurements for the campaigns success.

B) I worked with a medical scientific liaison to initiate and deliver a COVID 19 specific webinar, with the key focus on how the pandemic has affected patients with Multiple Myeloma and how to optimise current treatment options available. The use of social media platforms were also used to optimise engagement.

From this project it allowed me to develop project leadership skills and apply content from the Digital Marketing Course I completed.

Project 2: Real World Evidence Project (RWE)

This project was focused upon the development of 'key' Real World Evidence Studies into promotional usable material for the Sales Team. It was key to analyse the RWE in comparison to Randomised Controlled Trials (RCT), highlight the differences and highlight results in line with the key strategy. My role was to lead on the entirety of the project by managing key internal/ external stakeholders while having a key input on the content and initiatives behind the project, budget co-ordination, time planning and branding. From driving this initiative, it really helped me understand the application of RWE within the Myeloma treatment landscape.

I had the opportunity to attend EUCAN level discussions and plans for the RWE studies at a higher, broader level, which gave me an insight into the difference between LOC level projects VS EUCAN level initiatives.

Skills developed

- Confidence
- Communication
- Project management
- Strategic awareness
- Presentation skills
- Tactical implementation
- Networking
- Time management
- Team leadership
- Problem Solving
- ABPI Awareness
- Pharmaceutical experience

Conclusions

- I have learnt more than I would of ever expected to on placement and it has solidified my desire to work within the pharmaceutical industry in the future
- I gained an insight into the difference between a marketing and medical strategy and worked on projects in both areas

I have greatly enjoyed my 14 month placement year at Takeda and highly recommend the role to any student wanting to learn more about working within the Pharmaceutical Industry!



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