

**WPP Health Fellowship  
Job Description  
Summer 2018**

**About Cohn & Wolfe:**

Our quest is to build and protect brands. We do this with an uncompromising commitment to uncovering intriguing insights, creative flair, unconventional programming, an understanding of premium technology and, well.... smarts. The result... ideas that build more valuable engagements between businesses, brands and their audiences by creating, sharing and growing ideas together.

The agency's strategic approach unearths fresh, relevant insights leading to communications solutions that deliver measurable business success. Throughout its 45-year history, Cohn & Wolfe's world-class integrated marketing communications have attracted top brands around the world, winning awards at the Cannes Lions, the Clios, Eurobest, the Global SABREs and the Global PRWeek Awards. Headquartered in New York, Cohn & Wolfe has more than 50 offices across Asia, EMEA, Latin America and North America, and has been named Agency of the Year by The Holmes Report and ICCO, as well as a Best Place to Work by The Holmes Report, PRWeek and PRNews. Cohn & Wolfe is part of WPP (Nasdaq: WPPGY), the world's largest communications services group.

Cohn & Wolfe's Healthcare practice enjoys an enormously high level of energy and excitement thanks to our strong relationships with forward-thinking clients, and our continued hunger to further grow and expand our business into new areas. This provides significant opportunities and varied experience for every team member.

Creativity, collaboration and insight-led integrated communications is at the heart of the agency's offering. There is unrivalled encouragement from all corners of the company to push the envelope and deliver bold client proposals and campaigns which create valuable business impact.

Cohn & Wolfe Healthcare works with many of the major global pharmaceutical companies. We pride ourselves on developing bold, creative and game-changing integrated communications programmes – shaping national, regional and international healthcare environments, building brands, effectively profiling corporate reputation and managing the consumer thirst for health information. Our current client mix means one day we are devising pre-launch strategy for an innovative new treatment and the next we are executing a patient campaign to raise awareness of a particular disease area or health issue.

Our team is made up of exceptionally friendly and talented people – from backgrounds including the media and pharma – who through their individual personalities and styles create an inspiring and supportive working environment.

We foster an innovative culture where all team members have a say and responsibility for how the practice is shaped and evolved and we encourage people to strive for their ambitions. We have a positive work ethic and everyone, no matter what level, is happy to roll up their sleeves and turn their hand to any task. We seek people who share similar values to us but also bring their own fresh thinking, insights and sense of humour.

**Role involves:**

- New media (Digital, mobile, emerging media etc.)
- New markets (BRICs, Next 11 etc.)
- Data (market research, analytics, market intelligence, technology)
- Horizontality
- Public Relations & Public Affairs
- Healthcare Communications
- Specialist Communications

**What skills, aptitude or experience does a Health Fellow need to bring to this role?**

A strong passion for science and healthcare with an interest in communicating about complex health issues to different audiences. A willingness to learn on the job and take on any challenge is essential.

We are looking for people who have their finger on the pulse of healthcare issues across the globe, have a natural ability to multi-task and manage deadlines. Equally as important is an ambitious and fun spirit with a strong desire to work as part of a talented and dynamic team, contributing to the continued success of the Healthcare practice.

**Key Responsibilities:**

- Provide support on our pan-EU and/or Global ethical healthcare clients, around core activities which may include data communications, congress strategy and media relations, advocacy campaigns, issues and crisis planning and management and internal communications and affiliate support.
- Creativity – expected to use insights and general knowledge to suggest innovative approaches to client campaigns and communication challenges
- Efficient management of client collateral to ensure that media content is always available and results are professionally prepared for presenting back to the client.
- Expand understanding of the digital media landscape and the role of digital media. Always learning about social media and digital tools and how to utilise them for superior client service.