**Life Sciences Industry Not-for-Profit Seeks B2B Marketing Leader**

**Independent Consultant Role**

**Role description:**

**The opportunity:** Are you a skilled B2B marketing leader looking to apply your talents in a highly collaborative setting to ultimately positively affect patient outcomes? Are you a savvy, digital multi-channel strategist? Are you eager to help grow a membership-based not-for-profit organization through creative marketing approaches? If so, we would delighted to hear from you.

**Background** The Pistoia Alliance is a fast-growing, multinational, member-driven, type 501(c)(6) non-profit, life sciences industry group dedicated to advancing innovation in life science R&D through pre-competitive collaboration. Its membership is drawn from pharma, biotechs, patient groups, software and instrument vendors, publishers, consulting practices, academics and government institutes and cutting-edge technology start-ups.  Pistoia advances its mission through member-driven projects, and a full offering of events programming that includes conferences, webinars, workshops and networking events. We believe in an agile working culture for all of our roles, and as such we operate in a fully virtual working environment.

The Pistoia Alliance board has recently approved an expansion effort, to include pursuit of new members in the digital, and new science and technology arenas, as well as geographic expansion into Asia. To support this expansion the Pistoia Alliance is looking to expand and professionalize its operational capabilities across the board, including establishing a formal marketing effort.

**Role specification:** Position is an independent consultant role in the U.S. (preferably Greater Boston area) that will involve both strategic and tactical activities. Contracted services will include the following:

* Drafting of a marketing plan for the Pistoia Alliance that addresses the membership interests and benefits for the original life sciences R&D constituency, as well as the target members from Digital and New SciTech domains.
* Work with business development and communications team to flesh out member personas and persona-based messages, especially for the new domains.
* Defining the messages to be targeted at the various Pistoia Alliance constituencies, and work closely with the Communications Coordinator on the website, social media channels and press opportunities.
* Creating marketing strategies and campaigns to engage the various members, and especially the new market constituencies.
* Ensure our Pistoia Alliance brand message is strong and consistent across all channels and marketing efforts (across events, email campaigns, web pages and informational materials)
* The development of content in collaboration with fellow consultants and members (white papers, blog posts, Membership collateral)
* Implementation and management of a marketing automation tool (likely Pardot)
* Initiating a marketing automation program to maximize member engagement
* Track, document, and report to the operations team and the board the marketing engagement metrics set out in the strategy

**Basic  qualifications:**

* 7-10 plus years of B2B marketing experience as, e.g. Head of Marketing or VP Marketing, preferably within life sciences industry.
* Demonstrated track-record of architecting and delivering successful marketing campaigns, including establishing and tracking of metrics
* Proven ability to develop effective, persona-based pitch languages in partnership with business development teams
* Hands on knowledge and experience with implementing marketing automation
* Strong written and oral communications skills
* Ability to work productively in a virtual environment
* Ability to work in a team, with shared success criteria and targets.
* BSc or MSc/MBA in Marketing or relevant field; familiarity of the Life Sciences industry

       Solid computer skills required (CRM, email, Wikis, MS-Office, etc.)

* Solid knowledge of web analytics and marketing automation tools
* Passion for advancing open collaboration in the Life Sciences R&D and Healthcare domain

**Preferred Qualifications**

* Track-record of working in a global, multi-cultural business environment
* Relevant experience in other business sectors would be desirable