Digital Marketing Coordinator

The Role:

Are you a Digital superstar looking for your next challenge? Do you have a proven track record of executing digital campaigns and strategies? Are you a self-starter with a strong grasp of new media? If the answers to these questions are yes then we want to hear from YOU!

As the Digital Marketing Coordinator for the Pistoia Alliance, you will serve as a key member of the Pistoia Alliance Marketing Team. This is a fantastic opportunity to join our cutting-edge global Not-For-Profit as we enter into an exciting period of change. Already our collaborations with global life science companies, technology integrators, academic institutions are changing how we innovate and collaborate pre-competitively across Life Science Industry.

The Pistoia Alliance is now looking to expand its Marketing Team by adding a Digital Marketing Coordinator. This position is a part-time contract position for 2-3 days per week. Work with a fantastic group of people. Virtual/Part-time work with potential for year-end bonus. There is little to no travel with this role.

About The Pistoia Alliance:

The Pistoia Alliance is a member-driven 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, software vendors, publishers, consulting practices, academics and government institutes. The Pistoia Alliance operates as a virtual organization advancing its mission primarily through member-driven projects, while also hosting conferences, webinars, and networking events.

Contracted Services Include:

• Setting up and managing multichannel marketing funnels and building workflows
• Managing Social Media Accounts
• Working with the Communications Manager on content distributions and E-Blasts
• Implementing SEM Strategies
• Managing PPC Campaigns
• Analyzing digital trends and Campaigns and making suggestions for streamlining and increasing conversion rates / KPIs
• Managing the Marketing Content in Hubspot
• Maintaining the Team Marketing Calendar
• Identify and maintain key KPI dashboards and reporting metrics
**Required Qualifications:**

- Program management skills
- Persuasiveness, team player, detail-oriented
- Excellent verbal, written and interpersonal communication skills
- Knowledge of implementation of process change
- Bachelor’s degree in Business, Marketing, Computer Science, or other related fields with emphasis marketing measurement; or equivalent experience in an analytical or technical field
- Website/WordPress Admin Experience
- Minimum 5 years digital analytics experience implementing tag management and web analytics platforms
- Working knowledge of Hubspot, persona mapping and analytic integrations
- Knowledge of web and app measurement tools, best practices and implementation
- Knowledge of SEM, social media strategies, implementation/tracking techniques and trends
- Experience with Google Ad Words
- Prior Agency Work a Plus

Contact: Jobs@PistoiaAlliance.org