

Pistoia Alliance Life Sciences Content Writer

Pistoia Alliance, a global not-for-profit life sciences association, is looking for an experienced freelance life sciences copywriter with social media marketing expertise to join our team.

We are looking for a talented content creator to write and produce insightful thought-leadership and marketing content to expand our company's awareness, engagement, digital footprint and leads. This role requires knowledge of life sciences R&D and healthcare, a high level of attention to detail and good project management skills.

As an experienced content writer, you will understand how to package content for different audiences and channels including social media.

In this position, you will:

- Create content to support the promotion of our three strategic themes: 'Emerging Science and Technology', 'Improving the Efficiency and Effectiveness in R&D' and 'Empowering the Patient'.
- Collaborate with colleagues to develop content e.g. blogs, articles, reports, member testimonials, project and member spotlights, and social media posts to help us improve engagement with our existing members and to reach out and nurture new contacts.
- Help us to increase awareness of Pistoia Alliance's product portfolio and offerings within the life sciences industry (events, webinars, member projects, etc.) by helping to drive consistent, relevant traffic and leads from our social network presence.
- Listen and engage in relevant social discussion about our company, competitors, and/or industry, both from existing customers and leads and from brand new audiences that don't yet know us.
- Work collaboratively with our Strategic Theme Leads, Communications Lead and Digital Marketing Lead to help produce content that delivers on our core objectives to grow membership and increase member engagement.

Contract Terms

- This position is a virtual, contract position for two days per week.
- There is no travel required with this role.
- 1099-MISC freelancer

Skills and Qualifications:

- Relevant writing and communications experience in life science, healthcare, biotechnology and pharmaceuticals.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- Excellent communicator, creative thinker, and storyteller with an ability to use both data and intuition to inform decisions.
- Degree educated, ideally with a qualification in journalism, communications, or marketing.

Core Competencies required:

- Life science communications experience
- Detail-oriented
- Multitasker
- Self-motivated
- Problem-solver
- Project management

Bonus Experience & Skills Include:

- Knowledge of HubSpot
- Experience with Membership-based Nonprofit Associations

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 institutions. The Pistoia Alliance operates as a virtual organization advancing its mission primarily through member-driven projects, while also hosting conferences, webinars, and networking events. Visit our website at www.pistoiaalliance.org.