



## **Job Description: Project Marketer (Part-Time Contractor)**

**Location:** Remote (UK/EU preferred)

**Reports to:** Marketing & Events Lead, Pistoia Alliance

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### **About the Pistoia Alliance**

The Pistoia Alliance is a global, not-for-profit organization working to lower barriers to innovation across life sciences and healthcare. We bring together a diverse community of R&D leaders, scientists, technologists, and solution providers to accelerate innovation through pre-competitive collaboration, shared best practices, and industry-wide harmonization. Our global projects, communities, and thought-leadership initiatives are designed to positively impact scientific progress and operational excellence.

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### **About the Role**

The Project Marketer will be central to shaping, communicating, and elevating the value of the Pistoia Alliance's projects and community activities to a global audience.

Reporting to the Marketing & Events Lead, this role blends strategic positioning with hands-on content development, digital execution, and close collaboration with project managers, business development, and scientific stakeholders.

A key part of this role is working closely with project managers to understand project lifecycles, upcoming outputs, releases, and milestones. You will translate project developments into clear marketing plans—including, launch communications, and broader industry-facing campaigns that encourage awareness, adoption, and engagement.

The Project Marketer will also help articulate the theoretical and strategic value of project outputs to pharmaceutical members, supporting funding discussions through light analysis, benchmarking, and the development of compelling value propositions and pitches.

This is a mission-driven, impact-focused role for someone who understands how data and technology is used to further scientific R&D and translate it into accessible, persuasive marketing narratives.

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## **Key Responsibilities**

### **Market & Audience Insight**

- Conduct market and audience analysis to understand member needs, industry trends, and competitive positioning.
- Perform light benchmarking and value analysis to inform pitches, ROI framing, and funding discussions.
- Maintain familiarity with scientific and technical domains relevant to Alliance projects.

### **Value Proposition & Messaging Development**

- Translate complex scientific and technical concepts into clear, compelling messaging for global audiences.
- Develop and refine value propositions for projects and communities, including articulating theoretical and strategic value for funding pitches.
- Support persona development and member profiling alongside business development.

### **Marketing Content & Campaign Execution**

- Create and manage marketing materials including case studies, thought-leadership content, project summaries, email marketing (HubSpot), social media assets, and web content (WordPress).
- Produce high-quality visual materials using PowerPoint and Canva, aligned with brand and messaging standards.
- Plan and execute launches and membership-wide notifications for project outputs, ensuring clear communication of value, impact, and next steps.
- Develop targeted campaigns that extend beyond membership to drive broader industry visibility, adoption, and adaptation of Alliance outputs.

### **Program & Stakeholder Support**

- Work closely with project managers to understand project objectives, timelines, milestones, and upcoming deliverables.
- Maintain a forward-looking view of project roadmaps to anticipate when new content, updates, or releases will occur.
- Elevate the visibility and impact of projects by shaping narratives, coordinating announcements, and delivering high-quality launch activities.

- Collaborate with project managers and business development to craft funding-support materials, including strategic messaging and high-level value storytelling.
- Interface with senior leadership and subject matter experts to ensure accuracy, clarity, and alignment in all communications.

### **Performance & Optimization**

- Track, analyze, and report on marketing performance using HubSpot and other tools.
  - Recommend adjustments to messaging, positioning, and tactics based on data and member feedback.
  - Ensure marketing activities contribute to increased recognition, adoption, and perceived value of Alliance projects.
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### **Required Skills & Experience**

#### **Technical Skills**

- **Pharma R&D technology/informatics** experience required.
- **Scientific background:** Bachelor's degree in a life science or related field to support accurate communication with scientific audiences.
- Excellent written communication skills.
- **HubSpot:** Email marketing, CRM usage.
- **PowerPoint and Canva:** Ability to develop professional visual assets.
- **WordPress:** Ability to make basic updates to web content.

#### **Professional Experience**

- 3–5 years in product marketing, content marketing, digital marketing, or program marketing—ideally within life sciences, healthcare, scientific societies, or scientific technology.
- Experience translating scientific concepts into engaging and accessible marketing materials.
- Familiarity with persona-based marketing, value-proposition development, and segmentation.
- Experience supporting go-to-market or launch activities is a plus.

## **Soft Skills**

- Strong ability to understand scientific content and communicate its value clearly and accurately.
  - Demonstrated capability to elevate project visibility and champion their strategic importance.
  - Skilled in stakeholder engagement across scientific experts, project managers, business development, and global community members.
  - Excellent prioritization and project management skills, with the ability to deliver high-quality work under tight timelines.
  - Resilience and adaptability in a fast-moving, highly collaborative global environment.
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## **What We Offer**

- The opportunity to work at the intersection of life sciences innovation, technology, and global collaboration.
- A mission-driven, international, community-focused environment.
- Flexibility, autonomy, and the chance to shape impactful initiatives with industry-wide visibility.