

Basel Area Business & Innovation is the investment and innovation promotion agency dedicated to helping companies, institutions and startups find business success in the Basel Area. We target and attract companies to settle, supports founders of innovative ventures, and drive high growth initiatives in order to establish the region as the Swiss business and innovation hub of the future.

We are looking for a highly motivated and curious individual to join our Marketing & Communications team as of June 2024 or by agreement as

Internship / Working Student Communication and Marketing 70-100%

This is an exciting opportunity to join our Marketing and Communication team. In this position, you will support us with administrative and operational tasks to promote the Basel Area as the business and innovation hub of the future.

Your tasks

- Support the marketing and communication team in their daily business
- Support in maintaining and optimizing our communication channels (website updates, SEO)
- Maintain and improve company templates, flyers and other digital/printed materials
- Assist with content creation, campaigns as well as other marketing projects
- Coordinate with suppliers, agencies and other partners
- Assist with the organization of media work and event communication
- Measure and report the results of marketing initiatives: Help pull together presentations and monthly reports
- Support with other administrative tasks and coordination, such as meeting organization and maintaining digital asset management database

Your profile

- Ongoing or completed degree in business administration, marketing or communications
- Available for at least one year
- Business fluency in English and German, ideally fluent in French
- A big desire to learn about marketing and communications, with the goal to pursue a future career in this field
- Knowledge of social media, digital environment and landscape
- Experience in creating content for web and/or social media (e.g., in Canva)
- Very good knowledge of MS Office (Outlook, Word, Excel, Power Point)
- Big eye for detail with an affinity for design

- Experience with Wordpress and modern web tools and content creation is a big plus
- Structured and ability to meet deadlines
- High ability to work with several projects simultaneously
- Fast learner with the ability to grasp new concepts quickly
- Service-oriented, creative and curious mindset
- Interest in business and technology topics

Our offer

This is a part time or full time internship/working student position. You will work in an experienced, supportive and international team of marketing and communication professionals. Our flexible work setting gives you the option to work at our modern office in the city center of Basel as well as remotely. Due to on-site meetings, we are looking for a candidate located at a commuting distance. English is our main working language but you will also work with French and German speaking stakeholders. The duration of this position is limited to one year.

Please send your application including a cover letter and a short video presentation of yourself to:
jobs@baselarea.swiss