

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, support founders of innovative ventures, and drive high growth initiatives to establish the region as the Swiss business and innovation hub of the future. As a non-profit agency, we focus on growing the area's cutting-edge industries.

We are looking for a highly motivated and strategic content specialist to join our Marketing and Communications team, starting in July 2024.

Manager Content Marketing 80%

In this position, you will be leading and implementing the content marketing strategy to promote the Basel Area as Europe's no 1 hub for business and innovation. Captivating and impactful content is your passion.

Your responsibilities

- Develop and lead our content strategy
- Map out content ecosystems and support strategy across channels
- Consult and support team and internal clients with ideation, proofreading and writing of a wide range of content: blog posts, social media, newsletter and website copy
- Plan and create high quality and impactful corporate content
- Analyze and report data
- Manage agencies and freelancer as needed
- Ensure content creation is in line with our brand, messaging and guidelines
- Speech and ghost writing
- Develop and implement editorial guidelines and trainings

Your profile

- Degree in marketing, communications, public relations, journalism or related field
- 5 plus years of work experience in strategic content marketing and development, ideally related to B2B and business topics
- Previous experience creating content in the location/tourism promotion, innovation, life sciences or healthcare industry is a big plus
- Strong strategical and analytical skills, creating bespoke content strategies based on business unit goals, presenting recommendations and reports to internal clients and stakeholders
- Excellent writing and editing skills in either English or German, with a good eye for grammar, spelling and punctuation, critical thinking to review copy with an eye to brand, messaging and guidelines

- Good know-how of web copywriting with a focus on SEO, demonstrated knowledge of CMS, marketing email, tracking and AI writing tools
- Able to craft engaging and persuasive copy that resonates with our target technology audience and drives conversions, experience in translating complex material into engaging content
- Solid organizational and multitasking skills ability to manage a project from inception to completion across business units
- Adept at working with a variety of internal clients, thriving in a fast-paced matrix organization with changing priorities and deadlines
- Proactive and collaborative working style, efficient, goal oriented and assertive

Our offer

You will work in an experienced, supportive and international team of marketing and communication professionals at our modern office in the city center of Basel as well as remotely. English is our main working language, but German remains an important working language. You will also work with French speaking internal clients and stakeholders.

Application

Please send your application including a short cover letter stating how your experience relates to the points mentioned in the profile to jobs@baselarea.swiss. You will also need to submit two writing samples to showcase your experience. The samples must include one long-form piece of content as well as either a social media campaign, marketing email or a website copy.