

Basel Area Business & Innovation is the investment and innovation promotion agency dedicated to helping companies, institutions and startups settle and scale in the Basel Area.

We're looking for a motivated professional to help promote the Basel Area as a top destination for US companies looking to grow in Europe. In this role, you'll work closely with your supervisor, our marketing team, partners and representatives to raise awareness, generate high-potential leads, and guide companies through their site selection journey. Your work will play a key part in attracting innovative businesses to one of Europe's most dynamic regions and strengthening our international presence.

Join our Investment Promotion team as:

Manager Investment Promotion (100%)

Your responsibilities

- Drive awareness and position Basel Area as a leading business destination in selected US ecosystems through targeted campaigns in collaboration with our marketing team
- Identify and attract companies with strong potential for establishing operations in the Basel Area, and generate high-quality leads
- Provide expert consulting and hands-on support to US companies throughout their site selection and decision-making process
- Prepare customized information packages and compelling value propositions for prospective clients
- Plan and deliver impactful site visits and ecosystem tours to showcase the region's strengths
- Partner with our US-based representatives to strengthen outreach and business development efforts
- Work closely with US-based Swiss organizations (e.g. Swiss Business Hub) on joint market development and outreach initiatives
- Build and nurture relationships with key multipliers, location ambassadors and influencers both in the US and locally

Your profile

- Around 5 years' experience working in an international environment in sales or business development
- Native-level German and fluent in English
- Knowledge of the Basel Area, preferably from living or working in the region
- Experience working in the life sciences sector is a strong plus
- Bachelor's/Master's degree

- People person, comfortable and skilled in both customer service and networking
- Cross-cultural awareness and understanding of US business culture
- Self-starter with the ability to take the initiative and work autonomously

Why you'll love working with us

- Enjoy a trust-based work environment that empowers you to work independently, with the flexibility to split your time between remote work and our various Basel Area offices
- Travel to the US, gain exposure to senior decision-makers, expanding your global network and gaining unique insights into international business
- Drive the economic prosperity of the Basel Area through purpose-driven work, seeing the tangible results of your efforts as innovative businesses establish themselves in the region

Ready? Please send your application to jobs@baselarea.swiss.