

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 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 April 2026 or by agreement as

Marketing and Communications Trainee 80-100%

This is an exciting opportunity to join our Marketing and Communications team for one year. In this junior position, you will play an active role in supporting the team with both administrative and operational tasks that contribute to raising awareness and generating qualified leads for the Basel Area Business & Innovation service portfolio. You will support different marketing initiatives within the wider Marketing and Communications team, such as Investment Promotion, Infrastructure, Acceleration programs and other cross-organizational projects that require digital marketing, branding, or creative focus.

Your tasks

- Support the Marketing and Communications team in their daily business and assist in the planning, coordination, and execution of marketing activities and campaigns
- Maintain and optimize our communication channels, including website updates and social media (incl. social monitoring and community management.)
- Assist with content creation for social media posts, news blogs, ads, and newsletters, applying SEO/AIO principles
- Maintain, adapt our branded templates and marketing materials, making extensive use of AI-powered creative tools
- Coordinate suppliers and other external partners to ensure the smooth execution and delivery of marketing initiatives
- Support the organization of on-site events incl. media work, promotional activities
- Measure and report the results of marketing initiatives by compiling data and insights into presentations and monthly reports
- Assist with administrative and operational tasks, such as organizing meetings and managing our digital assets on Canva and Pixxio

Your profile

- Currently pursuing or recently completed a degree in business administration, marketing, or communications, with availability for at least one year
- First experience in marketing, communications or project management would be a plus

- Strong interest in marketing and communications, motivated to learn and build expertise
- Good understanding of social media and digital marketing, with a willingness to build on existing skills
- Experience with WordPress, Canva, and AI-powered creative tools
- Social media skills, particularly with LinkedIn (experience with content creation, planning and community management is a plus)
- Creative and design-oriented, with a strong sense of aesthetics and visual communication
- Comfortable in a fast-paced, dynamic environment, managing multiple priorities at a time
- Independent, structured, reliable work style with organizational skills and attention to detail
- Communicative and team-oriented, with a can-do attitude, quick grasp of new concepts
- Strong customer and service orientation with a proactive mindset
- Proficiency in English is required; German and French are a strong advantage

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 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