Basel Area Business & Innovation is the economic promotion agency for the Basel Area and the strategic growth partner helping scalable ventures in science and tech to land, launch and level up in the Basel Area - faster, smarter and friction free. We support startups, scaleups, SMEs and global enterprises with expert insight from science and tech specialists, equity-free funding to fuel growth, and end-to-end support tailored to our customer's industry and stage. Serving the cantons of Basel-Stadt, Basel-Landschaft and Jura, our mission is regional growth.

Join Basel Area Business & Innovation and help strengthen how we reach, engage and convert relevant audiences across our digital touchpoints.

Associate Manager Digital Marketing 60%

As Associate Manager Digital Marketing, you help turn our digital marketing roadmap into effective day-to-day execution across the organisation. Working closely with our Digital Marketing Manager and other colleagues across the marketing team, you implement and optimise digital activities across CRM, websites, analytics, SEO and GEO and selected paid channels, while helping us build more consistent and efficient ways of working.

Key responsibilities

- Implement and optimise CRM and email marketing activities, including event communications, forms, audience segments, templates and selected automated journeys
- Support the day-to-day operation and improvement of our websites, coordinating developments with external partners, tracking issues and helping improve navigation, forms and calls to action
- Compile digital performance data, maintain dashboards and support regular analysis of results, trends and improvement opportunities
- Support the implementation and monitoring of SEO and GEO recommendations to strengthen our visibility across search engines and generative AI
- Support selected paid digital activities and coordinate operational topics with external agencies and partners
- Develop and maintain practical guidelines, templates and documentation to improve consistency and efficiency across the marketing team
- Collaborate closely with colleagues across Marketing, Events and IT and provide hands-on digital marketing support where needed

Your profile and experience

- Degree or relevant professional qualification in digital marketing, marketing, communications, business or a related field
- 2+ years of experience in digital marketing, marketing operations or a related role, with a strong hands-on mindset

- Practical experience with CRM and email marketing, including forms, audience segmentation, campaigns and digital customer journeys
- Good understanding of websites and CMS environments, ideally with hands-on experience using WordPress or a comparable platform
- Good understanding of web analytics and digital performance reporting, with confidence working with data and dashboards
- Familiarity with SEO and paid digital marketing; experience with GEO, marketing automation or related digital practices is a plus
- Structured and detail-oriented way of working, with a strong focus on reliable implementation, testing and follow-up
- Strong collaboration and coordination skills across internal teams and external partners
- Very good English communication skills; German and French is a plus

Our offer

You will join a young, international team of 50+ experts from over 10 nationalities, working across three locations at the heart of Europe's most concentrated innovation ecosystem. Our culture is built on trust, collaboration, and curiosity. We empower you to take ownership, test ideas, and turn ambition into impact - for yourself and for the region. Flexible work options, including remote work, support performance and accountability. We are united by one purpose: helping scalable science and tech ventures grow smarter. When you succeed, the Basel Area succeeds.

Apply here