

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. The organization targets and attracts companies to settle, supports founders of innovative ventures, and drives high growth initiatives in order to establish the region as the Swiss business and innovation hub of the future. The non-profit agency focuses on growing the area's cutting-edge industries life sciences, healthcare and production technologies and manages the Switzerland Innovation Park Basel Area, which houses the organization's accelerator programs. The agency serves the cantons of Basel-Landschaft, Basel-Stadt and Jura.

We are looking for a motivated and flexible person to join our Marketing & Communications team, beginning immediately or by arrangement as

Intern Marketing & Communications 80-100%

In this role you support the planning and implementation of projects in the area of communication and marketing, with a focus on measures to strengthen the Basel Area in the fields of innovation promotion and entrepreneurship including our initiatives in therapeutics, healthcare, and industrial transformation.

Your tasks

- Support marketing campaign planning and execute projects Write copy for social media posts, promotional emails, and other marketing collateral
- Assist in the creation of editorial, video, and image content for our marketing channels
- Coordinate with suppliers, agencies and other partners
- Assist in the management of website updates and SEO
- Research potential backlinks and referral sites to drive traffic to our sites
- Submit materials and information to partners
- Measure and report the results of marketing initiatives
- Perform general tasks within the department Marketing & Corporate Communications

Your profile

- Ongoing education or completed certificate/degree in business administration, marketing or communications
- Professional experience in the area of marketing and communications, ideally in digital marketing
- Business fluency in English and German, French is an advantage
- Knowledge of MS Office, design programs and ideally experience with CMS systems
- Proactive and communicative can-do attitude with strong sense of initiative and ability to grasp new concepts quickly; structured, target-oriented and independent approach to work
- Extremely organized, attentive to detail and mindful of deadlines
- Service orientated, creative and curious mindset with an affinity for design

The internship duration is limited to one year.

Please send your application to: jobs@baselarea.swiss