

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.

Effective as of January 2022 or by arrangement, we are looking for a motivated and flexible person to join our team on a temporary basis for 6-7 months as

Manager Marketing 80-100% (Maternity cover)

In this role, you are responsible for planning and implementing various activities and projects in the area of communication and marketing, with a focus on the Switzerland Innovation Park Basel Area.

Your tasks

- Serve as key account management/marketing lead and point of contact for marketing and communication of the Switzerland Innovation Park Basel Area
- Define and implement the marketing strategy and plan for the Switzerland Innovation Park Basel Area
- Plan marketing and communication projects and development of marketing materials, content and campaigns to promote the Switzerland Innovation Park Basel Area
- Coordinate, create and post content related to the Switzerland Innovation Park Basel Area on digital channels (social media, web, newsletter)
- Lead budgeting, budget controlling and KPI reporting for marketing and communication
- With support from trainee, keep website www.switzerland-innovation.com/baselarea and www.maincampus.ch up to date and lead improvements to increase traffic
- Engage partners to increase visibility of Switzerland Innovation Park Basel Area
- Support event creation and promotion of Switzerland Innovation Park Basel Area
- Serve as project manager for the planning, implementation and launch of various other projects including coordination with agencies, acquiring partnerships and planning launch
- Negotiate and coordinate with suppliers

Your profile

- Degree in business administration, marketing or communications
- Experience with innovation, real estate or infrastructure projects
- At least 5 years of professional experience in the area of marketing and communications
- At least 2 years of project management experience
- Practical experience in online marketing
- Business fluency in English, French is a big advantage
- 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
- Extensive knowledge of MS Office suite, experience with CMS and modern web tools
- Creative mindset with an affinity for design
- Service and customer orientation

Please send your application documents (only cover letter and CV) to: jobs@baselarea.swiss