

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.

To cover a maternity leave, we are looking for a highly motivated and responsible individual to join our Marketing and Communications team, from November 2022 to January 2024.

Manager Marketing 80%

In this position, you will be responsible for planning and implementing marketing and communication activities to promote the Basel Area as a hub for innovation and entrepreneurship and for raising awareness and visibility of our programs and initiatives.

Your responsibilities

- Serve as key account manager and main point of contact for marketing and communication projects in the fields of Innovation and Entrepreneurship.
- Plan, implement and monitor communication strategy, yearly marketing plans and budgets for the department Innovation and Entrepreneurship.
- Lead marketing and communication projects.
- Develop marketing materials, content and campaigns.
- Update microsites, lead improvements to monitor and optimize traffic on our websites.
- Coordinate and distribute newsletters for our initiatives.
- Plan and create content for social media channels and website.
- Negotiate and coordinate with suppliers, agencies and other partner.
- Professional guidance of one trainee
- Serve as deputy in the case of vocational absences in the area of Marketing and Communications

Your profile

- Degree in business administration, marketing or communications.
- At least 4-6 years of professional experience in the area of marketing and communications. Practical experience in online marketing and sound knowledge of managing digital campaigns (Google Adwords, LinkedIn, SEO, inbound marketing).
- Interest in innovation and entrepreneurship topics, good understanding of the healthcare and biotech industry. Extensive knowledge of MS Office suite, experience with Wordpress and modern web tools.

- Experience in managing projects with several internal and external stakeholders.
- Very strong customer and service orientation, problem solving and organizational skills and an independent workstyle.
- Entrepreneurial spirit, experience in working in a fast-paced environment, creative mindset and a very good sense of design.
- Proactive and communicative working style, with a can-do attitude, ability to grasp new concepts quickly; structured, target-oriented and independent approach to work.
- Fluent in English and ideally also in German and French

Our offer

You work in a supportive team of experienced marketing and communication professionals. You can work at our modern office in the city center of Basel as well as remotely.

Please send your application to: jobs@baselarea.swiss