

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 highly motivated and curious individual to join our Marketing & Communications team as of February 2023 or by agreement as

Intern Marketing & Communication 100%

In this role, you support the planning and implementation of projects in the area of social media and content creation, assist the marketing and communication team with ongoing campaigns, website updates and reporting, as well as other projects within marketing and communication.

Your tasks

- Support the marketing and communication team in the creation and execution of digital and social media content for our services and initiatives
- Plan, create and distribute content for LinkedIn and Twitter
- Daily monitoring of social media channels
- Implement website updates, upload content considering SEO, support link building efforts
- Assist in the content creation and design of marketing materials, including flyers, newsletters, banners and videos
- Support the planning and implementation of campaigns
- Help coordinate newsletters
- Measure and report the results of marketing initiatives, help pull together presentations and monthly reports
- Coordinate with suppliers, agencies and other partners
- Assist with the organization of media work and event communication
- Perform general tasks within the department Marketing & Corporate Communications
- Serve as deputy in the case of vocational absences

Your profile

You feel at home with social media, marketing and communication. You are always up to date on digital trends. Your writing skills in German and English are excellent – if you are fluent in French as well, that

is a big advantage. You know your way around MS Office, are familiar with design programs and know what a CMS system is. You are interested in copywriting and design. You are at university or already have a degree in business administration, marketing or communications. You are a quick learner, structured, attentive to detail, mindful of deadlines and are proud when you have delivered great service. Proactivity and creativity are also assets for our team. If you are keen on jumping right into marketing, we should get to know each other.

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. We encourage you to learn, shape your skills and try new things.

The internship duration is limited to one year.

Please send your application to: jobs@baselarea.swiss