

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.

We are looking for a highly motivated and experienced individual to join our Marketing and Communications team, starting in April 2025.

Manager Marketing (Regional Innovation Ecosystem)

60%

In this newly created position, you will be leading marketing and communication activities to promote regional innovation. Together with your colleagues of the Regional Innovation Ecosystem business unit, you will support the growth of innovative SMEs and startups in the Basel Area. In addition, you will have the unique opportunity to be part of shaping our new business unit.

Your responsibilities

- Act as the connective tissue between the business unit Regional Innovation Ecosystem and the marketing and communication team
- Develop and lead the new marketing and communication strategy targeted at local SMEs and startups
- Create, own and implement annual activity plans
- Raise awareness about our programs and services
- Generate leads to drive engagement and participation of our services
- Lead marketing activities for events and trade shows in close collaboration with the event management team
- Define and steer strategic content topics for internal and external channels
- Assess the performance of marketing activities, deriving optimization measures and effectively managing the yearly budget
- Coordinate with agencies and actively exchange with internal and external stakeholders to identify and implement new marketing opportunities

Your profile

- Fluent in French and German, English working proficiency
- Degree in business administration, marketing or communications
- At least 4 years of work experience in marketing and communications, ideally in roles dealing with internal and/or external customers
- Interest in the Swiss innovation, tech and startup scene
- Customer-orientated mindset

- Experience in managing cross functional projects
- Convincing personality with excellent communication and negotiating skills
- Structured, efficient, target-oriented and independent approach to work
- Entrepreneurial and hands on spirit, well equipped for a fast-paced work environment
- Proactive working style, ability to grasp new concepts quickly
- Creative mindset and a very good sense of content, branding and design
- Used to conceptual work and visualizing and shaping projects before they materialize
- Extensive knowledge of MS Office suite and experience with CMS systems
- Experience in event marketing is regarded a plus

Our offer

You will work in an experienced and international team of marketing and communication professionals at our modern offices in the city center of Basel, as well as remotely. This position will require travelling within the Basel Area. Your main working language with external stakeholders is French and German. Our internal and company-wide working language is English.

Please send your application including a cover letter giving concrete examples of how your professional experience relates to the profile we are looking for to: jobs@baselarea.swiss.