

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. We target and attract companies to settle, supports founders of innovative ventures, and drive 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 curious individual to join our Marketing & Communications team as of February 2024 or by agreement as

Internship / Working Student Communication and Marketing 70-100%

This is an exciting opportunity to join our Marketing and Communication team for the duration of one year. In this junior position, you will play a crucial role in supporting our marketing teams in hands-on tasks to promote our innovation and entrepreneurship initiatives and programs and infrastructure in the Basel Area.

Your tasks

- Support our two marketing and communication teams for the business units Innovation & Entrepreneurship and Innovation Spaces & Infrastructure
- Support in maintaining and optimizing our communication channels (websites, social media, SEO)
- Maintain and improve company templates, flyers and other digital/printed materials
- Assist with content creation, campaigns as well as other marketing projects
- Coordinate with suppliers, agencies and other partners
- Measure and report the results of marketing initiatives
- Help pull together presentations and monthly reports
- Support with other administrative tasks and coordination, such as meeting organization and maintain digital asset management database

Your profile

- Currently pursuing or recently completed a degree in business administration, marketing, or communications, with availability for at least one year
- Business fluent in English and German (French fluency is a plus)
- Strong interest in marketing and communications, with a desire to develop a career in this field
- Good understanding of social media and digital marketing, with a willingness to build on existing skills
- Experience in creating content for web and/or social media (e.g., Canva)
- Very good knowledge of MS Office (Outlook, Word, Excel, PowerPoint)

- Quick to learn and able to grasp new concepts quickly
- Experience with WordPress and modern web tools
- Organized and structured approach to work
- Proactive team player with a service-oriented, creative, and curious mindset

Our offer

This is a part-time or full-time internship/working student position. You will work in an experienced, supportive and international team of marketing and communication professionals. Our flexible work setting gives you the option to work at our modern office in the city center of Basel as well as remotely. Due to on-site meetings, we are looking for a candidate located at commuting distance. English is our main working language, but you will also work with French and German speaking stakeholders. The duration of this position is limited to one year.

Please send your application including a cover letter and a short video presentation of yourself to:
jobs@baselarea.swiss