

As the joint body for fostering innovation and promoting north-western Switzerland as a business location, BaselArea.swiss supports company founders and firms from both Switzerland and abroad in implementing their innovation projects and business ventures in the Basel region (cantons of Basel-Stadt, Basel-Landschaft and Jura).

Effective immediately or by arrangement, we are looking for a motivated and flexible person to join our team as

Project Manager Marketing

80-100 %

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 measures to strengthen the Basel region in the fields of innovation and entrepreneurship.

Your tasks:

- Managing marketing and communication projects in the fields of innovation and entrepreneurship, especially on the topic "Future of Healthcare"
- Planning and implementing the communication strategy and assisting with developing the marketing plan and drawing up the marketing budget
- Developing, evaluating and implementing various online and offline measures
- Negotiating and coordinating with suppliers, agencies and other partners
- Analysing and reporting KPIs
- Planning, devising and implementing other marketing activities
- Serving as deputy in the case of absences in the area of Marketing & Corporate Communications and performing general administrative tasks within the department

Your profile:

- Degree in business administration, marketing or communications
- At least 3-5 years of professional experience in the area of marketing and communications
- Project management experience and practical experience in online marketing desirable
- Experience with business, innovation or life sciences projects an advantage
- Business fluency in English, German and French
- Extensive knowledge of MS Office suite, experience with CMS and modern web tools
- 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
- Service and customer orientation
- Creative mindset with an affinity for design

Please send your application documents to jobs@baselarea.swiss.

BaselArea.swiss

Dufourstrasse 11

4010 Basel

www.baselarea.swiss

+41 61 295 50 00