



# Digital Content Specialist

Bringing content to life: As a Digital Content Specialist, you'll help bring our 'Leading in Food' vision and the Bell brand to life. With a keen eye for trends and a flair for storytelling, you'll ensure that our messages are not only seen but also make an impact. In doing so, you'll help us to continuously develop our content.

**Bell Schweiz AG**  
Elsässerstrasse 174  
4056 Basel

**Contract type** Permanent  
**Workload** 90% - 100%  
**Start of employment** as of now  
**Language** German  
**Working time model** Hybrid working time after coordination

## Do you have any questions?



**Lena Pogalzky**  
Deputy Head of HR Administration  
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## Apply online



You can find all the details online as well as the opportunity to apply directly.

### Your tasks

- Planning, creating and maintaining digital content (website, social media, newsletters, etc.)
- Developing content tailored to the target audience and optimised for SEO
- Ensuring a consistent brand presence across all channels
- Analysing and evaluating content performance and identifying optimisation measures
- Monitoring trends and further developing the content strategy
- Working closely with internal teams
- Completed training or a degree in digital/online marketing (university, university of applied sciences or equivalent further education)

### What you bring with you

- Completed training or a degree in digital/online marketing (university, university of applied sciences or equivalent further education)
- 3-5 years' experience in this field; ideally also in the food sector
- Fluent command of German; a good command of French would be an advantage
- Quick on the uptake and a strong willingness to learn
- A creative, communicative and proactive personality, as well as an affinity for food
- An independent, reliable and meticulous approach to work

## What we offer



### Work-life balance

A healthy work-life balance is important to us. You benefit from at least 25 vacation days as well as transparent electronic time tracking. This allows you to flexibly compensate any overtime with additional time off.



### Catering

Culinary delights are very important to us: freshly prepared food in our staff restaurant, a lunch menu including soup and salad, water & tea and free fruit as well as high-quality products at greatly reduced prices await you in our outlet.



### Mobility

Benefit from our contribution to environmentally friendly mobility, convenient public transport connections and a free SBB GA travelcard!



### Professional development opportunities

Expand your knowledge with extensive training programmes, high-quality courses at the Coop Training Centre and a wide range of personal development opportunities.