Media Intelligence Manager (m/f/d)

Temporär Jobregion: Basel Stellenprozente: 100%

Beschreibung

As a first-tier supplier to our renowned business partner F. Hoffmann-La Roche Ltd. in Basel, we are currently looking for a motivated and dedicated **Media Intelligence Manager** for a temporary assignment of 12 months.

As a Media Intelligence Manager, you will support the day-to-day delivery and continuous development of the Media Intelligence capability within Group Communications. In this role, you bring clarity to complexity by translating media, social, and reputation data into timely, actionable intelligence.

Combining daily intelligence reporting, deep-dive analysis, and research, you will support diverse stakeholder groups and collaborate closely with external partners, with a key focus on the Swiss and German-language media landscape. Working in close partnership with the Media Intelligence team, you will help identify emerging reputation risks and opportunities, evaluate the impact of communication activities, and enable well-informed, evidence-based decision-making.

Tasks & Responsibilities

- Deliver and quality-control daily media reviews, alerts, and recurring intelligence products.
- Monitor corporate reputation and emerging issues across news and digital channels, identifying and assessing risks and opportunities.
- Provide rapid media intelligence, situational assessments, and targeted research during emerging issues or crises.
- Conduct resonance and reputation analyses to evaluate communications impact, stakeholder narratives, and key topics.
- Collaborate with media monitoring agencies and vendors on day-to-day service delivery, quality assurance, and tool optimization.
- Support the timely distribution and publication of corporate media and investor releases across external and internal digital channels.

Must Haves

- Higher education degree in Communications, Journalism, Data Analytics, Political Science, or a related field (or equivalent professional experience).
- 5+ years of relevant experience in media intelligence, media monitoring, or communications analysis (healthcare or corporate affairs experience is an advantage).
- In-depth knowledge of the Swiss and German-language media

BERATER



Adnan Ferizi
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Seniority Level
Mitarbeiter

Berufskategorie

Stellenprozent
100%

Jobtyp
Temporär

Referenz-Nr.
AFE-BK-T-58210

Jobregion
Basel

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landscapes and strong news judgment.
- Hands-on experience with social listening and analytics platforms (e.g., Sprinklr, Brandwatch, Talkwalker, Unicepta) and media databases (e.g., Factiva, Swissdox).
- Proven ability to analyze complex data sets and translate them into concise, actionable insights.
- Practical experience applying Artificial Intelligence (AI) and Large Language Model (LLM) tools to research, intelligence gathering, and workflow efficiency.
- Fluency in both German and English (written and spoken) is required.

Benefits

- Work with modern and up-to-date tools in an innovative work environment
- Experience a work culture that promotes diversity and inclusion and where all employees feel valued
- Benefit from financial support for your professional development plans
- Take advantage of unbeatable, year-round discounts at renowned retailers and over 200 top brands
- Benefit from fleet discounts when purchasing new cars or receive constant fuel discounts with our fuel card
- Become part of one of the most prestigious pharmaceutical companies and actively shape the future of healthcare
- Work on a state-of-the-art campus featuring green spaces, meeting areas, and an inspiring atmosphere
- Take advantage of attractive fitness and swimming pool facilities or the gaming room as a creative retreat
- Enjoy a selection of high-quality meals in modern staff restaurants
- As part of a sustainable mobility concept, on-site parking spaces are available to you, provided you meet the relevant qualifications
- Start with a professional onboarding process and a thorough introduction to your new role during the Welcome Days

Are you interested? Don't hesitate and submit your complete application documents online today.
We look forward to hearing from you!

Wir wertschätzen Vielfalt und begrüssen daher alle Bewerbungen – unabhängig von Geschlecht, sozialer Herkunft, Religion, Alter und Identität. Zur leichteren Lesbarkeit und besseren Verständlichkeit verwenden wir nur eine Gender-Form. Selbstverständlich sind im jeweiligen Kontext alle Genderformen gleichermassen gemeint.

Unser Bewerbungsprozess

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