



In FE+MALE Think Tank we believe female entrepreneurs have low participation in the economic growth of Switzerland and that is a missed opportunity for the entire society.

Our concept is based on scientific research. We use data-driven approaches to:

- Find alternative angles to research further
- Raise awareness by making them accessible to a wider audience
- Transfer data to provide tangible solutions (frames, services, products) to our stakeholders: public institutions, organizations, corporations, NGOs, and foundations.

FE+MALE Think Tank addresses specific challenges in entrepreneurship to support leaders and committed individuals to benefit entrepreneurs.
fe-male-think-tank.com

COMMUNICATION AND MARKETING LEAD TIWI PROJECT

FE+MALE Think Tank is growing and that brings new opportunities! We are seeking a colleague who can support us in a **The Inclusive Way Initiative (TIWI)**. A project built up on scientific research as our **Communication and Marketing lead**.

The Communication and Marketing Lead works in operational level and will work closely with the Board team on the strategic planning to develop the communication and media materials for LinkedIn, website, and PR media dossier.

RESPONSABILITIES

- In cooperation with the project manager, he/she will build up the strategies, roadmap, and the implementation of the communication strategy.
- Coordinate TIWI's communications effort with the Online Community Manager.
- Create and collaborate with specific marketing and media materials: rollout and / or flier, reports.
- Develop accurate content for the website, press releases and media dossier.
- Support communications and attendance in three events held in Bern: technical workshop, roundtable, and a public forum.

SKILLS

- English, German at native level is required, Swiss German is desirable.
- Creativity, capability to write original content.
- WordPress knowledge
- Self-started and well-organized
- Passionate about entrepreneurship and gender diversity
- Ability to connect with different networks at different levels of an organization.
- Based in Bern or surroundings would be beneficial.

FORMALITIES

- Mandate
- Project Duration: 12 months
- Starting date ASAP or by appointment.
- Remote work: yes / attendance in 3 main events that will be held in Bern.
- Time commitment project: To Be discussed with the candidate, our estimations is around 70-80h. in total for the entire project.
- Swiss citizenship or a valid work permit

OFFER

- Hands-on experience in the development of a very important initiative to foster female entrepreneurship in Switzerland.
- Access to a strong network
- Promotion opportunities to another role as you grow in the FE+MALE Think Tank.

Please send your CV with a short intro. to patricia.m.montesinos@gmail.com **not later than 30.11.22.**

In FE+MALE Think Tank, females & males work together to ensure that women entrepreneurs play an important role in the transformation of the economy and society towards greater sustainability, diversity, and economic growth in Switzerland.