



Senior Staff Specialist Marketing Communications

Job description

Infineon is looking for a passionate and business-focused Media Specialist to help drive effective campaign messaging and act as the connector between creative, brand, and performance marketing teams. This candidate will work cross-functionally and take an agnostic approach in recommending the optimal messaging strategy, budget and channel mix, including paid media and social media. If you are an experienced, independent, strategic, and creative thinker who is a strong team player with an outstanding work ethic, have great analytical skills and thrive in a fast paced, ever changing business environment we want to talk to you.

In your new role you will:

- Work closely with Marcom, campaign managers, marketing leaders and other relevant stakeholders to **jointly develop and execute an overall media strategy**
- **Propose and drive media initiatives** based on marketplace analysis
- Act as the **key bridge** between global and regional creative, brand, and media buying to implement aligned messaging, imagery, and targeted audience experience
- Recommend **budget allocation, media cadence and timing to execute** the strategy
- **Analyze 1st and 3rd party data** to gauge overall campaign effectiveness and recommended in-market adjustments
- **Provide input** to creative that will assist in driving impactful creative that aligns with business goals and targeted audience insights
- Contribute to **creative ideation** around experiential activations and customer engagement
- Be a **strategic thinker** with the ability to execute quickly to ensure that the campaigns and projects that they have developed are completed on time and successfully.
- Work with manager to **develop monthly hind sighting** on program performance for executive stakeholders
- Consolidate **monthly accruals for Paid Media channels**, identifying variations to forecast

Profile

You are best equipped for this task if you have:

- A **Bachelor's degree** in marketing, communications, business, or related field

At a glance

Location: **El Segundo, CA (United States)**
Job ID: **321703**
Start date: **immediately**
Entry level: **3-5 years**
Type: **Full time**
Contract: **Permanent**

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Job ID: **321703**
www.infineon.com/jobs



- **3 to 5 years of media planning or advertising** experience with a top advertiser and motivated to test new channels
- Knowledge of **current media advertising landscape**, ideally with working knowledge of digital advertising, paid sponsorships, and paid Social in the high-technology space.
- Exceptional ability to work **cross-functionally** and collaboratively.
- Ability to extract both **quantitative and qualitative insights** to improve campaigns.
- Translate business goals and synthesize them to an effective **high-level campaign messaging strategy**
- Highly organized and comfortable **managing multiple work streams** at once
- Excellent **communication skills** – verbal and written
- Strong **analytical** skills
- Fast and eager learner, with critical thinking and problem-solving skills
- Experience with **Microsoft Office suite**

