



Marketing Communications Manager

Job description

In this position, you will be a key player on our Marketing Communications team and will be able to apply your Silicon Valley innovative spirit to help us strengthen and elevate the Infineon brand. You will work closely with our product divisions and sales /marketing teams, as well as build relationships with influencers and the media, in order to share the Infineon vision and story through compelling content and ultimately drive pipeline growth. If you are passionate about your work and are strategic, creative and solutions oriented, then this may be your next career move! Apply now!

In your new role you will:

- **Share the Infineon vision** and story through **compelling content and drive pipeline growth**, and think strategically while getting into the weeds, when required
- **Develop content and lead creative, promotional and communication execution**, working closely with the product divisions and sales & marketing
- **Build relationships** with a broad set of **media and influencers** as well as strengthen and elevate the Infineon brand within the semiconductor IC market, specifically in IoT and the Americas
- **Advise divisional peers and sales & marketing** of opportunities and develop plan /message to secure these opportunities
- Develop and **implement regional strategic communication plan** to help achieve objectives
- **Build and maintain solid partnerships** with internal stakeholders to better develop, coordinate, direct and facilitate strategic communications designed to meet business goals
- **Partner with graphic designers, agencies, and external communications peers** integral to the completion of projects
- Collaborate with Infineon **regionally and globally**, building a strong network to ensure relevant communication topics and alignment of those topics
- Research and **understand key business challenges, customer behavior, target audiences**, competitive activity, and environmental factors to further improve and elevate programs
- Measure and report on the performance of **communications campaigns**, gain insight and assess against goals
- Ability to **translate complex technical content** into compelling stories for various channels and audiences

Profile

You are best equipped for this task if you have:

- **Bachelor's degree** in journalism, marketing, communications, or equivalent

At a glance

Location: **San Jose, CA**
Job ID: **310297**
Start date: **immediately**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

Apply to this position online by following the URL and entering the Job ID in our job search:

Job ID: **310297**
www.infineon.com/jobs



- **8-10 years of experience** in marketing communications, ideally in the semiconductor industry, or a related industry
- Ability to **bring influencers and communities** together to form an active and vocal coalition. Connect the dots for people by listening and asking questions. Translate vision into a clear, executable and measurable plan.
- Ability to **amplify marketing strategy**, through communications
- Demonstrated **experience with online marketing**, including **social media, digital marketing, virtual platforms, and content marketing**
- Understand **public relations and media relations**
- Advanced communication and strong **copywriting skills**
- Proven experience in identifying **target audiences** and in creatively devising and **leading marketing campaigns** that engage, educate and motivate
- Proficiency and are **comfortable working with numbers** and making sense of **metrics**. You consider yourself to be numerically literate.
- Ability to quickly **adapt to change**
- Experience working in a **high-volume, highly matrixed organization**
- Strong **organizational and planning skills**, and **project management**
- Strong interpersonal skills and ability to build collaborative relationships
- A high interest and **understanding of trends** in the **semiconductor industry**, customer/competitors, politics and economy

