



## Senior Manager Digital Marketing Strategy (f/m/div)\*

### Job description

You want to transform the way we engage with our customers? Your decisions are based on facts and numbers and you know how to drive projects? You love change and want to be part of a growing team? Then this is the right place to be! We are seeking a hands-on and motivated individual to develop and manage our digital strategy and landscape at the Connected Secure Systems (CSS) Division. The core focus of this role is to define and implement our digital strategy, set KPIs, build up our digital infrastructure and improve our customer journey.

In your new role you will:

- Plan, extend and drive the implementation of the **Digital Strategy** for Infineon's division Connected Secure Systems (CSS)
- Drive **data-analytics** for the division, **evaluate Digital Marketing** and **Business activities** and **derive actions**
- Own and run own **digital projects and represent CSS** at Infineon-level projects
- Build the strategic basis to improve **the CSS customer journey** across the whole sales funnel
- Identify and drive **innovations for the division** by focusing on new approaches, industry trends and best-practices as well as implementation in close co-operation with different functions such as Divisions, Marketing Communications, Sales or IT
- Support and **coach colleagues** about Digital Marketing and its implementation

### Profile

You see great value in digitalization and focus on customer needs. You are constantly questioning the status quo and used to fast paced environments. You are looking for a position where you can have a strategic impact on the future of our business. You are the visible model of what you expect from others and you communicate openly, clearly, and coherently. You feel comfortable in diverse, international environments, are able to pioneer new approaches, provide structure combined with agility and adaptiveness to maximize impact and be able to manage complexity.

You are best equipped for this task if you have:

- A **degree in Business Administration, Controlling, IT** or comparable studies
- More than 6 years of **Digital Strategy experience**, preferably in high-tech companies
- Proven record of the application of **strategy frameworks and tools** as well as **rolling out a digital project**

### At a glance

Location: **Munich (Germany)**  
Job ID: **339804**  
Start date: **as soon as possible**  
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: **339804**  
[www.infineon.com/jobs](https://www.infineon.com/jobs)

### Contact

**Tobias Pfundtner**  
Talent Attraction Manager



- Strong experience in **project management, strategy development** and **execution**
- Profound **analytics experience** for digital marketing
- Strong **interpersonal skills**, a **passion for technology** and interested in working in **international, diverse settings** as well as first **team management** experience
- Excellent communication and presentation skills in **English**

## Benefits

- **Munich:** Coaching, mentoring networking possibilities; Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Home office options; Part-time work possible (also during parental leave); Sabbatical; On-site creche and kindergarden with 120 spots, open until 6pm; Holiday child care; On-site social counselling and works doctor; Health promotion programs; On-site gym, jogging paths, beachvolleyball, tennis & soccer court; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement ; Performance bonus; Reduced price for public transport and very own S-Bahn station; Access for wheelchairs

## Why Us

**Part of your life. Part of tomorrow.**

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

**– Connected Secure Systems (CSS) delivers security for the connected world –**

**The Connected Secure Systems (CSS)** segment offers comprehensive systems for a secure, networked world with a portfolio built around reliable, trendsetting microcontrollers as well as wireless connectivity and security solutions. Over the past decades, CSS has developed microcontroller, Wi-Fi, Bluetooth and combined connectivity solutions (known as connectivity combos) and hardware-based security technologies. The products are used in a broad range of applications: from consumer electronics, IoT and home appliances to IT equipment, cloud security and networked cars all the way to credit and debit cards, electronic passports and IDs. With its leading technologies in the areas of computing, connectivity and security, CSS makes a decisive contribution to protecting today's and tomorrow's networked systems.

[Click here](#) for more information about working at CSS with interesting employee and management insights and an overview with more #CSSDreamJobs.

*\* The term gender in the sense of the General Equal Treatment Act (GETA) or other national legislation refers to the biological assignment to a gender group. At Infineon we are proud to embrace (gender) diversity, including female, male and diverse.*

