



## Digital Marketing Communication and Marketing Analyst for Automotive (f/m/div)\*

### Job description

Would you like to plan, implement, manage, monitor and upgrade the automotive website and drive Search Engine Optimization (SEO) activities and projects? You are an expert in the world wide web and you like to consult stakeholder on topics like, website content, analytics, or search engine optimization? If this sounds interesting to you, join our highly motivated team.

In your new role you will:

- **Plan, implement, manage, monitor and upgrade** the **automotive website**
- **Drive Search Engine Optimization (SEO) activities and projects**, monitor SEO performance and derive improvements
- **Be responsible as project manager for coordination of improvement projects for the automotive website** together with IT and S&M as well as with the Product Lines
- **Create and monitor the website with KPIs** that represent the effectiveness of improvement measures
- Have a **close collaboration with Digital Marketing, MarCom Content Management, Business Line Marketing and central marketing functions** to increase the target achievement of the digital measures

### Profile

You are able to quickly establish a successful cooperation and clarify areas of responsibility, coordinate your work with colleagues, and regularly share your insights with them. You are personally committed to the customer's concerns and award them a high priority and keep the customer informed appropriately, transparently, and regularly. You remain aware of the big picture even in complex situations and take decisions despite uncertain circumstances and also remain focused on solutions, open, and flexible even when under pressure.

You are best equipped for this task if you have:

- A degree in **Business Administration, Marketing, Digital Communications, Computer Science** or **Engineering**
- **3-5 years of equivalent experience** in the area of **Digital Marketing** or **Web Content Management**
- Successfully implemented **digital communication measures**, such as **websites**, which have contributed to the increase in sales of products

### At a glance

Location:

Job ID: **345221**

Start date: **as soon as possible**

Entry level: **3-5 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: **345221**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)

### Contact

**Dagny Alexa Romeike**

Talent Attraction Manager



- **Presentation skills**
- **Stakeholder management skills**
- **English fluent**; German is a plus

## 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.

*\* 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.*

