



Specialist Digital Marketing (f/m/div)*

Job description

In this position, you will be part of the Engagement Marketing Team. You will be responsible to promote Infineon's products and applications in all relevant digital marketing channels with a focus on Search Engine Advertising (SEA). As Specialist Digital Marketing, you will design and enhance the search engine marketing campaigns. If this opportunity sounds interesting to you, then make sure to apply now!

In your new role you will:

- **Be part of the Engagement Marketing Team** being responsible to **promote Infineon's products and applications** in all relevant **digital marketing channels** with a focus on **Search Engine Advertising (SEA)**
- **Design search engine marketing campaigns**, which includes keyword research, copy writing of campaign ads, setup, analysis and optimization of campaigns
- **Work closely with the other digital channel experts** to ensure integrated campaign execution
- **Enhance the strategy for the search engine marketing channel** and jointly with the other channel experts **work towards a visionary digital marketing approach**
- **Support the lead management team** across the entire customer journey for marketing and sales activities
- **Monitor competition and markets** to anticipate market trends

Profile

You are personally committed to the customer's concerns and award them a high priority and focus your efforts on finding solutions that offer added value for both sides. 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 strive for continuous improvement and promote an awareness for quality in your area of work.

You are best equipped for this task if you have:

- A degree in **Business Administration, Media Science** or related field
- **1-3 years of experience** in **digital marketing**
- First experience with **search engine marketing** and **analytic tools**
- Ability to manage **multiple projects at the same time** with tight deadlines
- **Excellent communication skills** (main interface: sales & marketing and communications department)

At a glance

Location:

Job ID: **347223**

Start date: **Jul 01, 2022**

Entry level: **1-3 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: **347223**
www.infineon.com/jobs

Contact

Dagny Alexa Romeike

Talent Attraction Manager



- **Enjoy analyzing data** to understand impact of search engine marketing campaigns
- **English fluent**, German is a plus

Why Us

Part of your life. Part of tomorrow.

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

At the Campeon, besides working towards our goal of being one of the most sustainable companies in the world, we are improving everyone's future by making the technology of tomorrow.

At Infineon, we are also very focused on work-life balance, so here you will be a step away from the center of Munich where you can surf in the Englischer Garten and drink a fresh beer after work.

** 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.*

