



Social Media Manager in the Semiconductor Industry (f/m/div)*

Job description

You are an expert in social media marketing and enthusiastic about technology? You like to approach social media campaigns holistically and know that powerful content is only the beginning? You are experienced in targeting and retargeting, A/B testing and other methods of ad performance optimization? Then apply as Social Media Manager and become part of an international team that strategically develops social media at Infineon! In this role, you will act as a key account manager for one of our divisions and design tailored social media campaigns based on the business strategy. In addition, you will develop new strategic concepts with your colleagues, e.g. for activating social influencers in the company, and implement them together. Sounds interesting? Then we look forward to receiving your application!

Your new responsibilities will include:

- Acting as a **key account manager for our Automotive Division** within the social media team:
 - Conception and planning of social media marketing campaigns
 - Advising on message and content creation
 - Designing customized audiences through multi-stage (re-)targeting
 - A/B testing and other methods for continuous performance optimization
 - Handling of ad budgets
 - performance measurement and reporting
- Independent **conception and implementation of corporate social media campaigns** for the Corporate Communications department – in particular on the topic of new mobility
- Steering and coordination of **content planning for organic posts** with international colleagues and other corporate divisions
- Participation in the **strategic development of social media** at Infineon

Profile

You absorb information quickly, evaluate it from different angles and make new connections. You communicate in a sympathetic manner, are convincing and get to the heart of complex issues. Your results demonstrate a feeling for language, high quality standards and a sense of aesthetics. As a result, you succeed in establishing trusting and constructive cooperation with internal and external stakeholders.

At a glance

Location: **Munich (Germany)**
Job ID: **347340**
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: **347340**
www.infineon.com/jobs

Contact

Vivian Dudek
Talent Attraction Manager



You are best equipped for this task if you have:

- A degree in **economics or communications** with a focus on **marketing**, or in **electrical engineering** with work experience in **digital marketing**.
- 3-5 years of **professional experience in the area of social media** in a **B2B technology company** or corresponding **agency experience**
- Very good knowledge of common **social media platforms** (especially LinkedIn, Twitter, Facebook, Youtube) and confident handling of corresponding **business manager, control and monitoring tools**
- Profound experience in **managing social media campaigns** including **targeting and re-targeting**
- An **affinity for numbers** and proficient knowledge/interpretation of all key social media metrics
- High affinity for **technological and complex issues** as well as a good sense of how to communicate them to a professional audience
- **Very good knowledge of the English language**, written and spoken, German as a plus

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.

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.

The **Communications & Public Policy (CP)** team tells the story of Infineon. Our responsibility is to spread the word about what makes Infineon special and shed light on the different ways in which microelectronics make the world more livable. Our stakeholders have different backgrounds and interests, therefore messages are adapted to specific internal and external target groups and the respective channel. The CP team spans all regions and is centrally organized along Corporate Communications, Public Policy, Strategy & CEO Communications and Center of Excellence.

** 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.*

