



## (AVI) Staff Digital Marketing Specialist

### Job description

Do you have a passion for planning and implementing go-to-market product launches and campaigns with a focus on creating compelling messaging and measuring results across digital marketing activities? Come join our team and apply today!

#### In your new role you will:

- Own and run digital marketing projects and work with division/business line product marketers/subject matter experts, and executives to position our products and solutions to a multitude of audience groups
- Plan and implement go-to-market product launches and campaigns with a focus on creating compelling messaging and measuring results across digital marketing activities
- Own and coordinate capabilities such as graphic design, localization, website content updates, photography, social media, video production, distribution marketing reports
- Support outbound marketing tactics and digital advertising
- Generate campaign performance reports by consolidating data from different sources, doing comprehensive analysis, and derive clear insights that can be reported to a cross-functional team

### Profile

#### You are best equipped for this task if you have:

- Bachelor's/Master's degree in Marketing/Advertising/Journalism or equivalent
- 5+ years of Digital Marketing experience, preferably in high-tech and B2B companies. Prior experience in the semiconductor industry or with Agile development is a plus, but not a mandate
- Experience in designing, evaluating, implementing, and measuring end-to-end marketing campaigns
- Experience in creating content for a multi-channel marketing approach– ads, email, web, blogs, brochures, whitepapers, keynotes, industry event presentations, etc.
- Understanding of marketing automation tools such as Eloqua, Pardot, Marketo, and CRM systems such as Salesforce, Microsoft Dynamics, etc.
- Strong attention to detail and the ability to execute precisely to brand and style guidelines
- Strong interpersonal skills, a passion for technology, and the flexibility and focus to work under tight deadlines in a fast-paced environment

### At a glance

Location: **San Jose, CA (United States)**  
Job ID: **347865**  
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: **347865**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- A strong command of Microsoft Office applications including Excel, PowerPoint, Word, Visio. Experience with the Adobe Creative and HTML will be a plus

## Benefits

- **San Jose, CA:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible Working Conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D) ; Short-term & Long-term Disability ; Employee Assistance Program (EAP) ; Health Promotion Programs ; Reduced Price for Public Transportation

## 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.

*Cypress Semiconductor Corporation is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, childbirth, or related medical conditions), gender identity, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition, family care status, military or veteran status, marital status, domestic partner status, sexual orientation, or any other basis protected by local, state, or federal laws. Applicants with questions about access or requiring a reasonable accommodation for any part of the application or hiring process should contact the Talent Network by phone at (408) 503-2194.*

Employment at Infineon is contingent upon proof of your legal right to work in the United States under applicable law, verification of satisfactory references and successful completion of a background check and drug test, and signing all your onboarding documents .

In some instances, if applicable, U.S. export control laws require that Infineon obtain a U.S. government export license prior to releasing technologies to certain persons. This offer is contingent upon Infineon's ability to satisfy these export control laws as related to your employment and anticipated job activities. The decision whether or not to submit and/or pursue an export license to satisfy this contingency, if applicable, shall be at Infineon's sole discretion.

### **IMPORTANT NOTICE:**

**Infineon is requiring all new U.S. employees and contractors to be fully vaccinated against COVID-19. Full vaccination is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. Anyone unable to be vaccinated, either because of a sincerely held religious belief or a medical condition or disability that prevents them from being vaccinated, can request a reasonable accommodation.**

Infineon Technologies takes data privacy and identity theft very seriously. As such, we do not request personally-identifiable information (PII) from applicants over the internet or electronically. Please kindly refrain from disclosing your PII electronically



during the application process or to unauthorized websites that may purport to be Infineon or any of our affiliates.

