



Digital Marketing Communications Content Manager (f/m/div)*

Job description

We are looking for a marketing professional and digital native, ideally with semiconductor experience. Your main goals: Ensuring state-of-the-art digital marketing communication as well as following digital trends and customer feedback. Come on board as our new Digital Marketing Communications Content Manager (f/m/div)* and join us at the pulse of technology!

Your new job includes the following tasks:

- **Implementation of the global marketing communication strategy** for a division by using defined methods and tools (e.g. creation of a house of messages, content asset management tools)
- **Coordination of marketing communication content** with the defined persons responsible for the business units of the respective division
- **Implementation and adaptation of digital communication and marketing activities** (e.g. videos, mailings, etc.) as well as coordination with the defined persons responsible for the corresponding communication channels
- **Advising product and application managers** for the targeted use of communication activities
- **Evaluation of measured variables** to ensure the quality of communication activities and content
- **Commissioning of external service providers** plus their controlling and monitoring
- **Application of standards and templates for digital marketing formats/ content** as well as responsibility for the scheduled supply of communication material and content for digital marketing initiatives

Profile

You cooperate across boundaries and appreciate the contributions of other people. You have a good sense for current trends and deduce potential improvements for your own department. Furthermore, you remain aware of the big picture even in complex situations and take decisions despite uncertain circumstances.

You are best equipped for this job if you have:

- **A degree in Marketing, Digital Media, Economics, Engineering** or similar
- **Ideally 1-3 years of relevant professional experience** in the field of Digital
- **Experience in Marketing, Product Marketing and MarCom**

At a glance

Location: **Munich (Germany)**
Job ID: **350243**
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: **350243**
www.infineon.com/jobs

Contact

Vivian Dudek
Talent Attraction Manager



- Preferably **knowledge in the semiconductor field**
- **Very good MS Office skills** (especially PowerPoint)
- A **clear and open** style of communication
- Excellent **English communication and presentation skills**, German language skills is 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.

– Automotive (ATV) shapes the future of mobility with micro-electronics enabling clean, safe and smart cars –

Our semiconductors are essential for supporting the automotive megatrends: electromobility, automated driving, connectivity, and advanced security. They link the real and the digital world, driving the ever-advancing pace of automotive digitalization. Infineon **ATV** is the number one semiconductor partner in the fast-changing automotive world, based on our system knowledge and our passion for innovation and quality.

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

** 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.*

