



Staff Specialist Marketing Communications – Content & Campaign Management (f/m/div)*

Job description

Technology inspires you? And you have the ability to inspire our customers with Infineon's products and solutions? Then you are the right candidate for us! In your new job as Marketing Communications Content & Campaign Manager for our business line EPIC you will tell the story of our power management & wired connectivity products. You will plan, develop, align, implement and track detailed communication activities derived from our overall marketing communications strategy and product roadmap. You will craft and deploy communication materials based on source content provided by Product and Application marketing, which are located in different regions (USA, EMEA, Asia) and you will closely team up with other content and channel experts in our Marketing Communications and Digital Marketing teams. The position can be filled in Austria, Germany or the United States.

In your new job, you will:

- **Coordinate and drive all communication activities** related to the market introduction of new products **from kick-off to market launch** in close cooperation with Product Marketing and Marketing Communication
- Plan, design and develop marketing communication materials based on source content and tailor it to the **desired (digital) communication channel requirements**
- Design and implement selected positioning, lead and demand generation campaigns and **following our marketing communication strategy**,
- Work closely with Product, Application and Technical Marketing to **create compelling content** and with our channel experts to **explore and exploit different (digital) channels**
- **Track, analyze and interpret** the results off all the campaign activities and if needed **take clear actions** to further improve the results
- Act as **quality gate for business line content** – and hence apply guidelines and processes to ensure the timely delivery of content and compliance to Infineon quality standards
- Ensure and implement **regular updates of all marketing communication materials** in alignment with Product/ Application management
- Spend time with our teams in **Villach, Munich and USA – travelling to our main sites is essential**

Profile

At a glance

Location:

Job ID: **350300**

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: **350300**
www.infineon.com/jobs

Contact

Manuel Krebs

Talent Attraction Manager



You are a **marketing communications expert** and you know how to establish lasting relationships and networks with colleagues and clients. Being part of cross-disciplinary teams of content providers, content creators and content disseminators, you **anticipate the future needs of our customers** and engage them with Infineon. In your daily work you remain aware of the big picture even in complex situations. You can **focus your creativity and knowledge on producing results** with tangible value, both for our customers as well as for Infineon. You enjoy working in a competitive and international environment and you are also **open to travel**. You are multi-tasking and working with a number of interfaces being located all around the world and across time zones is fun for you – then apply for that position.

You are best equipped for this task if you have:

- The combination of **communication expertise, business sense and passion for high-tech (semiconductor) solutions**
- A university degree of either **Communications/Media Science, Marketing or Engineering**
- Experience in **marketing communications**, ideally in a high-tech company
- An understanding of the B2B electronic industry, paired with a **good knowledge the of semiconductor market**, including competitors and media landscape (as a plus)
- Profound experience in **content development and production**, ideally in creating and editing technical promotion material
- Conceptual know-how and experience in **designing and executing communication strategies and campaigns**, also leveraging the potential of Digital Marketing
- Excellent organizational and **project management skills**
- A passion to trying out new things and being able to **multi-task**
- Flexibility to **work across different times zones**
- The **willingness to travel** several times a year to our main sites to meet all key stakeholders you work with
- **Excellent English skills** and readiness to work in an international environment across time zones

We offer competitive salaries and additional benefits based on your performance, experience and qualification. If the position will be staffed in Austria, the employment is in accordance with the collective salary and wage agreement for employees of the electrical and electronics industry, employment group G (<https://www.feei.at/wp-content/uploads/2021/04/minimum-salaries-white-collar-workers-2021.pdf>). The monthly salary is paid 14 times p.a. We offer a higher compensation depending on your expertise and skills.

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.

– Power & Sensor Systems (PSS) drives leading-edge power management, sensing and data transfer capabilities –

Infineon **PSS** semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world. Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication. [Click here](#) for more information about working at PSS with interesting employee and



management insights and an overview with more #PSSDreamJobs.

** 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.*

