



Senior Staff Analyst On Site Search Manager

Job description

Do you have the skillset to thrive in a high-paced environment? If you have the skillset to match engineering, information management, and internet marketing, this will be the perfect opportunity! Apply here at Infineon today!

In your new role you will:

- Gather and use search data to improve website content and user experience across various Infineon digital properties
- Match up keywords with content, perform data analysis, and work with teams to add content where there might be gaps in trending search
- Control internal search engine and algorithms, and set priorities
- Run site reports and review data, communicate data and analysis across organizations, and collaborate on implementing new optimizations
- Collaborate and create custom reports on current marketing campaigns and targeted marketing segments
- Evaluate the effectiveness of campaign based on user search
- Develop and report on key metrics, how to drive results, and effectiveness

Profile

You are best equipped for this task if you have:

- Ensured best-in-class internal search engine working with internal teams to translate their requirements into actionable BRDs for vendors
- Established internal process flow for search and keyword changes with easy-managed maintenance
- Established a federated search engine for all Infineon digital properties
- Established key metrics for evaluating marketing campaigns and market segments based on internal search
- Communicated to the broader organization what customers are searching for and our success in servicing their interests
- A Bachelor's degree in business, engineering, information management, internet marketing, or other relevant fields
- 3+ years of relevant experience in search, analytics, and keyword analysis
- Experienced managing cross-functional (preferably international) teams
- Strong collaboration capabilities with IT, central functions, business lines and quality

At a glance

Location:

Job ID: **351312**

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: **351312**
www.infineon.com/jobs



- A strong data-driven approach to problem-solving with excellent verbal and written communication skills
- The ability to effectively work and collaborate in a fast-paced, multi-tasked, matrixed environment

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.

