



Digital Marketing Specialist (Location : Tokyo)

Job description

In your new role you will: develop digital marketing strategy to create business opportunities. Defines, plans, coordinates, executes and controls digital marketing initiatives. Deploys communication content into channels distributors own and manages web content for products and applications.

- Contribute to plan, deploy, and maintain digital marketing strategy in the region aligned with global Strategy
- Drive and support promotion activities
- Drive and support contents creation and management
- Drive and support data analytics
- Drive and support DX related projects
- Define and monitor targets and KPIs for digital marketing activities
- Communicate closely with functional responsible in Headquarter office
- Learn continuously cutting-edge digital marketing trends, methods and tools

Profile

You are best equipped for this task if you have:

- Native Japanese Speaker with excellent communication skill
- Business English skill (Email/Reading Manual/Conversation/Phone conversation /Teleconference) TOEIC700)
- 3B to B
Over 3 years' Digital Marketing Experience
- Marketing knowledge /
- PC Skill(Excel, PowerPoint, etc.)
- Team Working /
- Bachelor Degree or Master Degree /

Benefits

- **Tokyo:** Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working

At a glance

Location: **Tokyo (Japan)**
Job ID: **351446**
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: **351446**
www.infineon.com/jobs



conditions; Part-time work possible, certain conditions apply; Monthly works doctor visit, annual flus shot & medical check-up; Various restaurants in our office building; Aflac insurance from health insurance associates; Wage payment in case of sick leave

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.

