



Director Digital Application Content & Concept Management (f/m/div)*

Job description

You love technology, enjoy working together with customers and would like to share and hand over your skills to a team? You are able to learn quickly about new requirements and develop your team to digital application content experts? You find joy in pulling on one string with a team of like-minded people? Then this is exactly the right job for you! As a Director of Application Content and Concept Management, you will work on solutions with different groups within Infineon as well as with key customers to improve the efficiency and performance of applications, web pages and sales-supporting tools.

In your new job you will:

- Derive and execute the **content strategy by application** and channel together with the Application Marketing & Management
- **Shape the digital application content** as well as **content structure for webpage** and **sales- supporting tools** with a team of content creators
- **Make decisions** based on a blueprint for application web pages and sales-supporting tools in **collaboration with central teams** within Infineon
- Analyse and check the qualitative and quantitative statistics of customer engagement, content usage etc., and **derive corrective measures and improvements**
- **Lead a young and motivated team** with an international focus
- Work closely with the **Global Application Marketing and Management** Head of the Power and Sensor Systems Division

Profile

As team player, you communicate openly, clearly, and coherently and are able to quickly establish a successful cooperation. You are personally committed to the customer's concerns and award them a high priority. You deal with daily team issue and further develop the skills of your team.

You are best equipped for this task if you have:

- A degree in **electrical engineering, business, marketing or communication**
- **3+ years of experience in a management role** (ideally in a technical environment)
- **Deep understanding** of how digital content is efficiently **supporting the customer experience** and by this increase the design performance to boost the business
- Previous experiences in the fields of **communication and digitalization**

At a glance

Location:

Job ID: **352018**

Start date: **as soon as possible**

Entry level: **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: **352018**

www.infineon.com/jobs

Contact

Manuel Krebs

Talent Attraction Manager



- **Understanding of web page analytics and digital interaction** to further shape and tailor the content
- **Team player capabilities** and the **ability to guide a team** of content creators, an Application Marketing & Management team as well as **support different organizations**
- **Fluent English skills** and German skills (or the willingness to learn it) as a strong plus
- **The mindset that no is just an encouragement to try to achieve it by another way**

We offer competitive salaries and additional benefits based on your performance, experience and qualification. This position is subject to the collective agreement for workers and employees in the electrical and electronics industry, employment group J (<https://www.feei.at/wp-content/uploads/2022/05/minimum-salaries-white-collar-workers-2022.pdf>). A higher payment is possible, 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.

At **Infineon in Villach** you shape the technologies of tomorrow and work in an international environment with more than 3900 colleagues from over 70 nations. Your personal contribution will be valued and appreciated as the cornerstones of our success. And all that in beautiful surroundings which guarantee a high quality of life.

The **City of Villach** is located in the center of Carinthia, Austria’s southernmost province, in close proximity to the Italian and Slovenian border. Due to its particular geographic location and the outstanding natural beauty of the region, Villach and the whole province of Carinthia have for generations been popular holiday destinations for people from all over the world. Living in Austria also has many social, health-care-related and economic perks. The country’s social and health care system is among the best in the world and for decades numerous international surveys have singled out Austria as a particularly safe and wealthy country with a high quality of life. Villach benefits from its status as a “small town”, offering everyday living at affordable prices in an outstanding setting.

Find out what you like most about Villach and join us:

<https://www.welcome2villach.at/>

** 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.*

