



Product Owner Tag Management & Campaign Tagging (f/m/div)*

Job description

Would you like to manage our digital tag management platform from end to end from a business perspective and act the key interface role for internal stakeholders? In this role you shape, manage and execute campaign tagging capabilities and strengthen our digital landscape. Based on this your communication and technical strengths to communicate with technical colleagues at eye level. Become part of an agile and international team and apply for this exciting position at our headquarters in Munich.

In your new role you will:

- Take product ownership of our central **tag manager tool**
- Take product ownership of our global **marketing campaign tagging tool**
- Support our **SEO** efforts via meta data tagging
- Interface with **GDPR** for tag management topics
- Enhance our analytics setup and our web **tracking** capabilities by connecting additional online **data sources** using the tag manager
- **Improve our campaign** analytics capabilities by structuring & maintaining our global marketing link tagging
- Grow into a **central interface for internal stakeholders** e.g. IT Department

Profile

You focus your efforts on finding solutions that offer added value for both sides. Furthermore, you clarify areas of responsibility, coordinate your work with colleagues, and regularly shares your insights with them.

You are best equipped for this task if you have:

- Degree in **Communications, Computer Science or Internet related areas**, with online marketing touch points as a plus
- Minimum of **5 years** of relevant professional experience in the area of **Web Analytics, Online Marketing or Product Management**, ideally 3 years of experience in using tag management tools like Google Tag Manager (GTM), Adobe Launch (DTM) or others
- Sound experience in **online campaign tracking** and **campaign link decoration**
- Proven hands-on experience in **content tagging** (communities social media, file tagging, meta tag universe)
- Web developer skills (JavaScript, HTML, CSS) would be a plus

At a glance

Location: **Munich (Germany)**
Job ID: **352239**
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: **352239**
www.infineon.com/jobs

Contact

Bari Guritno
Talent Attraction Manager



- Fluent **English** presentation skills – German 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.

** 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.*

