



Student Job: Product Marketing and Management – Automotive (f/m/div)*

Job description

Are you fascinated about semiconductor technologies and want to gather another perspective into the automotive market? Are you into marketing and want to actively use your digital skills? Do you have fun in analyzing complex topics and make them understandable for everyone? Then this student job activity is just perfect for you! You will support our Product Marketing and Management team for Automotive Intelligent Power Devices in Munich on market and business analysis, as well as creating marketing material. Sounds good? We look forward to your application!

In your new role you will:

- Get familiar with Infineon's **smart power switches and gate driver portfolio** and support to **maintain and optimize marketing material**, like product presentations and our websites for each product family with a harmonized style
- Cooperate with key experts to facilitate the **development of deep dive explanation presentations** for application use cases and derive a high-level set of **professional promotion material** for application use cases and technical features
- Prepare crisp **business analysis reports** for key stakeholders and support in **process mining activities**
- Support our **product managers** for successful new product introductions and cooperate with our **Digital Marketing team**
- Help to **refine the market understanding**
- Support the team in **product life cycle management**

Profile

You are best equipped for this task if you:

- Are currently studying **Business Administration, Industrial Engineering, Business Informatics** or an equivalent subject
- Possess strong **analytical skills**, combined with **basic technical understanding**
- Enjoy working in an **international environment**, are a **team player** and **proactively communicate innovative ideas**
- Show an **entrepreneurial mindset** and focus to **serve the internal and external customers**
- Have advanced experience with **MS Excel and PowerPoint**
- Are fluent in written and spoken **German and English**
- Are ideally available on a **long-term basis**

At a glance

Location:

Job ID: **353281**

Start date: **Aug 01, 2022**

Entry level: **0-1 year**

Type: **Part time**

Contract: **Temporary**

Apply to this position online by following the URL and entering the Job ID in our job search:

Job ID: **353281**
www.infineon.com/jobs

Contact

Sonja Plumeyer
Student Attraction Manager



Please attach the following documents to your application:

- CV in English
- Certificate of enrollment at university
- Latest grades transcript
- High school report

Additionally, the following requisites apply for student jobs:

- **You have to be enrolled in either your Bachelor or your Master studies** to be eligible for a student job.
- **In the current situation, we particularly emphasis the health and safety of our employees, which is why we support working from home.** Nevertheless, you should not live more than 150 km away from the place of work, so that the location is easily accessible for you.

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.

– Automotive (ATV) shapes the future of mobility with microelectronics enabling clean, safe, and smart cars –

Our semiconductors are essential for supporting the automotive megatrends: electromobility, automated driving, connectivity, and advanced security. They link the real and the digital world, driving the ever-advancing pace of automotive digitalization. Infineon **ATV** is the number one semiconductor partner in the fast-changing automotive world, based on our system knowledge and our passion for innovation and quality.

** 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.*

