



Talent Attraction & Marketing Senior Manager

Job description

You are experienced in leading Talent Attraction teams as well as designing and implementing Talent Marketing strategies for technical recruiting function. You thrive at strengthening the employer brand and developing a strong talent pipeline to enable region's strategic agenda. This role will report to the Head of Talent Network in North America and includes managing a team and leading marketing skills training for our recruiting and sourcing functions. You will work closely with all company leaders in a collaborative partnership focusing on current and future hiring needs. If you are a passionate TA Leader who loves talent marketing this role is for you!

This position can be remote and/or based in any of our Infineon US offices

The Talent Attraction & Marketing Senior Manager will **design strategies and implement campaigns** that help Infineon attract and hire talent to support our continued growth in the Americas region. The role is pivotal in **driving marketing plans, understanding talent trends** and current landscape of industry recruiting. You will partner with our Global Talent Attractions (TA) Marketing team based out of Munich, and Americas Marketing & Communications team to **strengthen our regional employer brand** and **develop strong talent pipelines** that will enable the region's strategic agenda.

In your new role you will:

- **Design and execute recruiting strategies** to **attract top talent** including building strong talent pipelines for current and future hiring needs; including events (social/virtual/in-person)
- Differentiate as needed, the recruiting and marketing for direct vs indirect labor, internal transfers, and graduate/ student hiring
- **Partner with Global TA Marketing Manager** to evangelize the Infineon **employer brand** and create the “how to sell Infineon” message, ensuring consistency in external communications by TA
- **Define, analyze, and communicate metrics and data** that demonstrate effectiveness and success of **talent marketing campaigns** to HR & business leadership
- Develop the skills of the TA team by coaching to inspire and **drive engagement**
- **Provide guidance to sourcing and analytics team** to use talent insights to identify talent pools for key skills
- **Partner with University Relations & Programs team** to define and ensure delivery of **recruitment marketing for graduate and student hiring**
- Partner with HR Business Partners to proactively **define talent and campaign needs**
- Participate as an active and influential member of TN Leadership team, Americas HR Extended Staff Leadership, and global Talent Marketing team

At a glance

Location: **Austin, TX (United States)**
Job ID: **357038**
Start date: **Aug 15, 2022**
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: **357038**
www.infineon.com/jobs



Profile

You are a proactive leader and inspiring team player with excellent communication skills. You engage others in leading by example to achieve successful results.

You are best equipped for this task if you have:

- **5+ years of leading Talent Attraction team** with both recruiting and sourcing entities
- **3+ years of experience designing and implementing Talent Marketing strategies** for technical recruiting function
- Direct and empathetic communicator that will lead by example
- Proven experience in **project and program management**
- **Strong business acumen** and ability to navigate an ever-changing environment
- A change agent that looks to **drive continuous improvement**
- Ability to create and present engaging and transformative content in virtual or in-person format
- MS Office (Excel, Word, PowerPoint)

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.

Infineon Technologies Americas Corp. 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.

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