



Working Student: Digital Marketing Automotive (f/m /div)*

Job description

Our Automotive Digital Marketing team is looking for you! You are interested in the conception of digital contents, online campaigns, the introduction of new products as well as the co-organization and preparation of (digital) fairs and would like to be a contact person for different departments? You are enthusiastic about topics like electric mobility, autonomous driving and automotive technologies of the future? And you would like to work in an international team? If all of this applies to you we have the perfect student job for you! Apply now!

In your new role you will:

- **Support** product launches and the **preparation** of online campaigns;
- **Co-organize** and **prepare (digital) fairs and events**;
- Work on **communication activities** (e.g. newsletters, eBooks);
- Develop **communication campaigns together with the Automotive MarCom managers**;
- Evaluate **campaigns using tools like Google Analytics** or Campaign Linker;
- Prepare **campaign reportings according to defined KPIs**.

Profile

You are best equipped for this job if you:

- Are **studying business administration with focus on marketing, informatics, communication sciences** or a comparable subject;
- Are able to **prepare topics in a structured and systematic way**;
- Are used to working with **PowerPoint** and **Excel**;
- Are creative, committed, flexible and open for new topics and enjoy working in an **international team with different stakeholders**;
- Already gained **experience in marketing, branding and sales** and are interested in a long-term cooperation;
- Have a good command of **German and English**.

Please attach the following documents to your application:

- CV in English;
- Certificate of enrollment at university;
- Latest grades transcript;

At a glance

Location: **Munich (Germany)**
Job ID: **359509**
Start date: **as soon as possible**
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: **359509**
www.infineon.com/jobs

Contact

Ayline Föll
Recruiter



- High school report.

Additionally, the following requisites apply for working students:

- **You must be enrolled and not on academic leave:** Proper students (according to German law) are warmly welcome!
- **You should live close to the site:** More than 150 km distance is not recommended for a working student job due to the travel.

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.

– 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.*

