



Contract - Digital Marketing Specialist

Job description

As a Digital Marketing Specialist - you will execute the overall digital marketing go-to-market strategies and marketing calendar for the organization across multiple platforms

In your new role you will:

- Execute the overall **digital marketing go-to-market strategies** and **marketing calendar** for the organization across multiple platforms
- Work closely with other stakeholders to **develop creative, engaging, and high-quality marketing collaterals** and **campaign assets**, such as eDM, videos, landing pages, and infographics for the marketing campaigns
- **Track and analyze** digital analytics reports
- Perform any other duties or responsibilities assigned as required to the smooth operation of the communications and marketing function.

Profile

You are best equipped for this task if you have:

- Min **2 years of working experience** in the related field is required for this position
- Min a **Diploma** or **Bachelor Degree** in Marketing, Business or related field
- **Knowledge of A/B** and **web analytics tools** like **Google Analytics**
- Patient and attentive to detail
- Possess a good attitude and teamwork.
- Strong written and communication skills
- Experience in **coding, website development**, or **Adobe photoshop** will be an added advantage

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.

In accordance with the requirements set by the Singaporean Government, Infineon Technologies Asia Pacific Pte Ltd ("Infineon") can only allow individuals who are (a)

At a glance

Location: **(Singapore)**
Job ID: **75582**
Start date: **as soon as possible**
Entry level: **1-3 years**
Type: **Full time**
Contract: **Temporary**

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Job ID: **75582**
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fully vaccinated, (b) certified to be medically ineligible for a vaccine or (c) have recovered from COVID-19 within a prescribed period, onto company premises. Therefore, Infineon requires all new employees, as well as contractors and business partners, to be fully vaccinated against COVID-19. "Fully vaccinated" means individuals have completed the full regime of an approved COVID-19 Vaccine as listed under the World Health Organization (WHO) Emergency Use Listing (EUL) including the respective post-vaccination period to ensure the vaccine has become full effective. Anyone who is unable to be vaccinated due to an approved and/or recognised exemption condition may apply for special consideration.

