



Senior Specialist Omni-Channel Marketing (f/m/div)

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Job description

Do you love change? Do you want to transform the way we engage with our customers? Would you like to be part of a fantastic team? Then, this is the right place to be! We seek a hands-on and motivated individual to manage digital communication and channel activities within our Digital Marketing team at the Power and Sensor Systems (PSS) Division. The core focus of this role will be on the planning and implementation of digital communication and channel activities, as well as the analysis of our marketing effectiveness in our omni-channel marketing approach.

In your new role you will:

- **Create and plan digital communication strategies** for product- and application campaigns, which will draw the attention of a B2B audience
 - Development of channel plans and strategies for campaigns
 - Booking and reserving respective slots for planned activities with internal and external channel owners
- **Run planned digital communication activities** with internal and external channel owners by
 - Collecting content and input for channel activities from content owners
 - Managing an omnichannel marketing approach across multiple campaigns
 - Optimizing the performance of digital communication activities across multiple channels
- **Analyze digital communication activities and define improvement measures**, together with our analytics teams
 - Analyze the success and KPIs of digital communication activities based on data provided by our analytics teams
 - Derive improvement measures in omnichannel marketing approach based on analyzed data
- **Support digital transformation projects and pilots**

Profile

At a glance

Location:

Job ID: **351359**

Start date: **as soon as possible**

Entry level: **1-3 years**

Type: **Full time**

Contract: **Permanent**

Apply to this position online by following the URL and entering the Job ID in our job search. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **351359**
www.infineon.com/jobs

Contact

Vivian Dudek

Talent Attraction Manager



You are digital-savvy!

You see great value in digitalization and focus on customer needs. Accepting the status quo is not yours. You love to work in a fast-paced environment where you can have a tangible impact on the future of our business. You are the visible model of what you expect from others, and you communicate openly, clearly, and coherently. You feel comfortable in diverse, international environments and can pioneer new approaches.

Beyond, you are best equipped for this role if you have:

- A degree in **Business Administration, Marketing, Communication**, or comparable studies with a focus in Digital
- Relevant **job experience of 1-3 years in digital marketing**, ideally with a focus on **campaign management and omnichannel marketing**
- The ability to analyze data quickly and derive improvements for the campaigns
- The ability to manage several topics at the same time
- Strong communication skills that you leverage for the communication towards our customers but also for internal alignments and for sharing know-how from the data
- An understanding of the **B2B electronic industry**
- **Excellent English communication skills** to master the need for alignment across internal and external contacts. **German would be a big plus.**
- Last but not least, you are a structured team player capable of managing a multitude of activities at the same time while keeping track of urgent and essential topics as well as deadlines

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.*

