

Driving decarbonization and digitalization. Together.



Senior Digital Marketing and Marketing Communications Manager

Job description

As a Senior Digital, Communications and Brand Manager in the IR Hi Rel (IRHR) division of Infineon Technologies (IFX), you will be responsible for leading our marketing communication strategies, brand management, digital media and initiatives to enhance brand visibility and marketshare. This role demands a strategic thinker with a deep understanding of the semiconductor and Aerospace and Defense industry, capable of crafting compelling narratives and supporting effective communication programs along with leading a small but highly capable team.

In your new role you will:

- Develop and implement comprehensive marketing communications and brand management plans that align with IRHR strategic objectives
- Lead the creation of marketing materials, including brochures, press releases, email campaigns, and digital content, ensuring consistency in voice and brand messaging
- Champion digital media and content initiatives including analytics, lead generation, efficacy, and utilizations in partnership with peers
- Manage media relations and maximize opportunities for media exposure
- Organize and oversee trade shows, conferences, and other promotional events
- Collaborate with product management and sales teams to create targeted messaging and promotional strategies
- Analyze market trends and customer insights to continually refine communications strategies along with managing web page metrics and customer lead qualification and distribution
- Oversee IRHR digital presence, including website and social media platforms, ensuring content is current, relevant, and engaging
- Manage the marketing communications budget and ensure all initiatives deliver a positive return on investment
- Provide leadership and development opportunities to the marketing communications team

Profile

You are best equipped for this task if you have:

- Bachelor's degree in Marketing, Communications, Business Administration, Program Management, Engineering, Physics or a related field

At a glance

Location:

Job ID: **HRC0805088**

Start date: **as soon as possible**

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. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **HRC0805088**
www.infineon.com/jobs



- Minimum of 7 years of experience in marketing communications, with at least 3 years in a management role within the semiconductor or related technology industry
- Proven track record of designing and executing successful marketing communications campaigns
- Strong understanding of digital marketing strategies and tools including the use of analytics and tactics
- Excellent communication, leadership, and project management skills
- Ability to work in a fast-paced and evolving industry landscape

#LI-TG1

Benefits

- **Andover, MA:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible Working Conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D) ; Short-term & Long-term Disability ; Employee Assistance Program (EAP) ; Health Promotion Programs ; Reduced Price for Public Transportation
- **Leominster, MA:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible Working Conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D) ; Short-term & Long-term Disability ; Employee Assistance Program (EAP) ; Health Promotion Programs ; Reduced Price for Public Transportation

Why Us

Infineon designs, develops, manufactures, and markets a broad range of semiconductors and semiconductor-based solutions, focusing on key markets in the automotive, industrial, and consumer sectors. Its products range from standard components to special components for digital, analog, and mixed-signal applications to customer-specific solutions together with the appropriate software.

We are on a journey to create the best Infineon for everyone.

This means we embrace diversity and inclusion and welcome everyone for who they are. At Infineon, we offer a working environment characterized by trust, openness, respect and tolerance and are committed to give all applicants and employees equal opportunities. We base our recruiting decisions on the applicant's experience and skills.

We look forward to receiving your resume, even if you do not entirely meet all the requirements of the job posting.

Please let your recruiter know if they need to pay special attention to something in order to enable your participation in the interview process.

[Click here](#) for more information about Diversity & Inclusion at Infineon.

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IR HiRel Products Inc., 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.

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.

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.

This position requires access to documentation that is controlled by the export laws of the United States. Candidates are required to provide proof of either US citizenship, Permanent US residency or classification as a protected individual as defined in 8USC 1324b(a)(3).

