

# Driving decarbonization and digitalization. Together.



## Staff Specialist Strategic Marketing

### Job description

We are looking for strategic marketing to audit content and manage external writers.

In your new role you will:

- **Content audits** (incl. customer presentations)
- **Manage** external writers
- SMAP PR/MN, blogs, success story pipeline management
- **Assistance/ support** in content creation
- LGS website wind-down
- **Review and maintain** CoolGaN web pages

### Profile

You are best equipped for this task if you have:

- Candidate should have 5 years experience in knowledge of powersemiconductors with Bachelors Degree in Marketing or related.
- Skills to include B2B marketing and messaging
- Good communication skills
- Proficient in MS Office
- Analytical skills to include voice of customer feedback and converting this to compelling value propositions

### Why Us

**Driving decarbonization and digitalization. Together.**

Infineon designs, develops, manufactures, and markets a broad range of semiconductors and semiconductor-based solutions, focusing on key markets in the

### At a glance

Location:

Job ID: **HRC0856983**

Start date: **Aug 01, 2024**

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: **HRC0856983**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



### Contact

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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.

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.

