

# Driving decarbonization and digitalization. Together.



## Staff Specialist, Media Relations, Communications GC

### Job description

The role is within the media relations team of GC communications. It involves providing support for media relations initiatives aimed at promoting Infineon's brand, products, and services to media outlets, influencers, and stakeholders in the GC region. This role requires strong relationship-building skills, excellent communication abilities, and a deep understanding of the media landscape. Additionally, it will involve close collaboration with cross-division teams to execute or support comprehensive media projects that enhance local brand influence and contribute to local business growth.

In your new role you will:

#### Content & media materials

- Collaborate with marketing and communications teams to develop and implement tailored messages and content that support local business growth across diverse media platforms, while also crafting local press releases to maximize media coverage and conducting research on competitors.
- Customize and adapt corporate materials, including company profiles, corporate brochures, and corporate decks, to align with local requirements and preferences.
- Create engaging and captivating story ideas to pitch to reporters and journalists with aim of garnering media interest for the organization development. Develop media kits and other materials for engaging with local media outlets.
- Provide assistance in external leadership communication, including arranging executive interviews, preparing speeches, Q&A sessions, and backgrounders.

#### Media events

- Proactively plan, execute, and support media relations programs for the company/business products and services, including new product launch, trade fair/campaign, announcements, etc.
- Support major corporate initiatives, through innovative and effective communications that address the needs of different stakeholders.
- Support other media relation and other communication initiative if needed.

### Profile

You are best equipped for this task if you have:

### At a glance

Location:

Job ID: **HRC0895477**

Entry level: **3-5 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: **HRC0895477**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



### Contact

[Sunny.Wang@infineon.com](mailto:Sunny.Wang@infineon.com)



- Industry background: electronics, semiconductors or better in B2B industry with experiences in high-tech comm.
- Bachelor's degree in communications, public relations, journalism, or related field.
- Minimum of 3/5 years of managerial experience in media relations.
- Excellent communication skills and ability to create engaging content.
- Familiarity with media landscape and industry trends.
- Strong organizational and project management skills.
- Ability to work collaboratively and adapt to changing priorities.

## Benefits

- **Shanghai**, : 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; Medical coverage; On-site social counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

## 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 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.

