MARKETING ENGINEERING INTERN

**Posting ID:** IN1880402D

**Company:** Microchip

**Position Type:** Full-Time

**Company Website:** [http://www.microchip.com/](http://www.microchip.com/)

**Work Location:** San Jose, CA

**Salary:**

**College Major(s):** Mechanical Engineering (ME), Electrical/Computer Engineering (EE/CpE)

**College Level(s):** Undergraduate-Freshman, Undergraduate-Sophomore, Undergraduate-Junior, Undergraduate-Senior

**OVERVIEW**

Microchip Technology Incorporated is a leading supplier of field-programmable embedded control solutions by delivering a broad spectrum of innovative microcontrollers, analog, mixed-signal and security products, wired and wireless connectivity products, related non-volatile memory products and Flash-IP solutions.

**Roles and Responsibilities**

Microchip is seeking a motivated electrical engineering student to join the Analog Power & Interface (APID) team, located in San Jose, CA. The Marketing Engineer Intern will work closely with several power management Product Line Marketers who manage DC/DC Regulators & Modules, PMIC’s, MOSFET Drivers, and Power Switches, to align the correct solutions for the appropriate markets and customers. The intern candidate will also have the opportunity to work with multiple cross-functional groups including applications, product engineering, operations, and field teams to help position and drive the value of Microchip analog products.

**Job Responsibilities Include:**

- Assist in a multitude of marketing efforts to help promote and position products and solutions to address a diverse audience of customers and applications

- Develop, create, and maintain website product landing pages and parametric charts

- Support update and creation of block diagrams, demos, and slides in support of key applications and tradeshows.

- Maintain updates and creation of promotional collateral including selection guides, brochures, briefs, etc.
**Education and Qualifications**

Working towards BS degree in Electrical Engineering, Electronics, or similar engineering discipline

Coursework in Power Electronics is preferred

Coursework in Marketing & Business preferred

Excellent writing, technical drawing, and verbal communication in English language skills are mandatory

Excellent organizational and multi-tasking skills

**Preferred Skills**

**How to Apply**