



## Manager Digital Communication

### Job description

This role is a part of the Editorial and Digital Hub team in the Infineon Greater China Communications department. It will be a communications professional to greatly contribute to the development and execution of digital communication campaigns and initiatives as well as work with multiple stakeholders to consolidate digital communication content into a holistic calendar to serve the whole organization. This role serves as the owner of relevant digital communication channels, such as Infineon China WeChat, and should be capable of new social media platforms.

#### In your new role you will:

Responsibilities and essential job functions include but are not limited to the following:

#### 1. Develop and execute social and digital communication strategies

- Have a clear understanding of the overall semiconductor business environment
- Develop and implement the digital communication plan to include both global and local key initiatives in support of regional business ambition

#### 2. Manage social media channels

- Drive a consistent and dynamic narrative, identify the most impactful communication approached upon the most meaningful audience
- Build holistic understanding of business and collaborate with divisions to integrate content and digital initiatives to position Infineon's leading position in semiconductors in the digital world
- Partnering with internal stakeholders and sustain high impact employee engagement to build up the positive brand image of Infineon on China social media
- Identify and integrate proper new social channels

#### 3. Measure and track social media performance and manage Social CRM

- Report on social media account performance regularly and insights/ findings with the use of analytics tools
- Manage and implement Social CRM according to the social calendar

#### 4. Provide high level of expertise in leveraging social media tools to create value for business

### Profile

### At a glance

Location: **Shanghai, (China)**  
Job ID: **317620**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **317620**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



**You are best equipped for this task if you have:**

1. Bachelor degree and above
2. 5-7 years minimum experience in managing **digital communication channels**, proven record of digital campaign experience
3. Experience of **media/PR** and employee engagement
4. Excellent verbal and written communications skill
5. Familiar with IT system such as **WeChat, data analytic, CRM**
6. Good spoken and written English

## 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

**Part of your life. Part of tomorrow.**

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

