



Senior Manager Greater China Digital Platforms

Job description

Develop, present and execute the overall digital platforms (Web, Developer community) and digital eco systems strategy for Greater China region

In your new role you will:

- Develop, present and execute the overall digital platforms (Web, Developer community) and digital eco systems strategy for Greater China region
- Represent voice of the customer in developing strategies to impact the end to end digital funnel.
- Drive learning through qualitative UX research and A/B testing for the web direct channel to continually improve user experience. Share insights to inform partners.
- Responsible for community user adoption growth programs (partners, distributors, makers, hobbyists, customers, engineers) and make data-driven improvements to current programs , expansion of existing programs, and creation of new programs towards establishing community as the trusted digital collaboration platform
- Responsible for establishing the outreach programs and driving user adoption growth with strong alignment and cooperation with all stakeholders from divisions . Establish metrics and dashboards towards the growth program targets
- Oversee Community programs, including supervision of Community Program Intern, and coordination of Top Contributors within Infineon across the globe
- Deliver Community Training Program workshops in co-ordination with stakeholders for Top Contributors
- Strong collaboration with internal product owners for web
- Relationship with IT colleagues and data driven mindset
- Establish the roles & responsibilities for a sustained operation of community across divisional stakeholders
- Understand KPI-driven environments and work with hands on data insights
- Lead Web, Community and other digital channels requirements for site implementation

Profile

You are best equipped for this task if you have:

- Degree in computer science or marketing/business administration (with IT focus)
- Strong expertise on digital platforms/technologies – CMS, DAM, APAC digital eco systems

At a glance

Location: **Shanghai, (China)**
Job ID: **333117**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Job ID: **333117**
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- Digital Marketplaces & Social Platforms: experience working in social platforms and marketing technologies such as WeChat and/or Knowde.
- Digital savvy person with sound knowledge and experience of B2B digital marketing. We're looking for somebody who lives and breathes in the digital space. Someone who understands digital consumer engagement and who can inspire our customers across our digital touch points.
- Project management experience in a highly independent, but collaborative environment.
- Experience working with reporting and evaluation of digital and social media campaigns.
- Minimum of 10 years of coordination/management of community-based programs, including staff supervision
- Excellent organization, time management, communication skills, (written, verbal);
- Native Chinese and Business English skills (written, verbal)
- Self-motivated, passionate with the ability to work independently and as part of a team
- Close alignments with business analysts and business stakeholder for maximizing content for customers
- KPI-related mindset with excellent transparent value-driven and sustainable processes
- Experience & Knowledge of engineering communities a plus
- Data analytics platforms and good understanding of technical infrastructures in general

