



Manager Communications

Job description

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In your new role you will:

- Develops and maintains the editorial planning calendar for GC Communications topics.
- Coordinate content and campaign launches in close partnership within Communications and counterparts in divisions ensuring timely activation across channels.
- Oversee implementation of digital media campaigns via Infineon GC Social Media Matrix via SCRM.
- Develop and execute a video communications strategy to enhance Infineon's brand relevance on the video platform (WeChat Channels, Bilibili or other platforms).
- Continuously produce content suitable for the video communication channels and facilitate its spreading on the social media.
- Partner with internal stakeholders and maintain the Infineon GC Social Video Community.
- Be responsible for the GC Digital Studio Room to support webinars, livestream on GC social media platforms.
- Report on video communication platform performance regularly and insights/ findings with the use of analytics tools.

Profile

You are best equipped for this task if you have:

- 5-7 years minimum experience in managing digital communication channels, proven record of digital campaign experience.
- Experience of media/PR and employee engagement.
- Excellent verbal and written communications skill.
- Familiar with data analysis system for social media platforms.
- Good communication skill to collaborate with different stakeholders.
- Good presentation skills.
- Bachelor degree and above.
- Good spoken and written English.

At a glance

Location: **Shanghai, (China)**
Job ID: **347904**
Start date: **as soon as possible**
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:

Job ID: **347904**
www.infineon.com/jobs



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.

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

