

# Driving decarbonization and digitalization. Together.



## Lead management manager - HRC0752761

### Job description

The role of lead management professional should understand the entire lead management lifecycle with focus on WeChat ecosystem lead management, develop IFX GC leads management strategy and implementation framework, collaborate with related stakeholders regionally and globally to build and standardize lead management process, enable leads nurture, scoring, follow up by leveraging different marketing automation technologies and tool to drive opportunity with personalized digital offerings.

#### Summary

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#### In your new role you will

- Deeply understand leads management lifecycle especially in WeChat ecosystem environment from prospects to MQL, SAL and opportunity, develop the adaptable strategy to fit into company scenario as the subject expert to achieve the target settled.
- Cover the governance/execution/optimization of leads management process in leads nurture with personalized content, leads scoring with scalable and pragmatic algorithm, leads qualification and follow up with a diverse and collaborative approach to enable digitalized opportunity.
- Master the methodology and the implementation of different marketing automation technologies and tools (e.g, WeChat MarTech solution, Eloqua.) based on WeChat ecosystem
- Collaborate with multiple stakeholders to drive leads management collaboration and synergy under complex environment, especially enable sales motivation and expectation to enhance leads conversion to maximize the performance output
- Cover the governance/execution/optimization of WeChat Mini program and WeCOM in content management, user engagement and performance achievement
- Automate and orchestrate customer behavior flow to target right customer segment with right content at right channel and timing to nurture MQLs, and enable personalized and flexible leads scoring module to trigger MQLs.
- Monitor leads management performance by creating performance (KPI) framework, and work with analytics/IT team to leverage data tool to visualize data insight for continued improvement

### At a glance

Location: **Shanghai, (China)**  
Job ID: **HRC0752761**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **HRC0752761**  
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### Contact

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- Support other digital channel and campaign colleagues to optimize campaign flow and performance from Leads management perspective
- Support other digital marketing related tasks and projects as assigned.

## Profile

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

- -Master or Bachelor degree
- More than 5 years of relevant leads management working experience
- -Solid understanding on WeChat ecosystem
- -Profound knowledge of B2B and B2C digital platforms trends and insights
- -Strong track record in leads management in WeChat ecosystem
- -Excellent interpersonal and communication skills with the ability to derive conclusions and proposals based on alignment with various internal & external stakeholders
- -Quickly learns business and complex processes, along business domains in support of projects
- -Excellent presentation and rhetoric skills both in English and Chinese
- -Work experience in international environment and ability to undertake multiple tasks under pressure
- -Personal characteristics: good learner, self-motivated, passionate, proactive, accountable, energetic, creative skills, problem solver, team player
- -Understanding of distribution business and semiconductor products is preferred
- -Working experience in semiconductor or distributor industry with sales or internal sales background is a plus

## 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.

