

Driving decarbonization and digitalization. Together.



WeChat Marketing (Mini program/WeCom/Nurture) professional- HRC0873337

Job description

In your new role you will:

- Deeply entrenched into WeChat ecosystem iteration with in-depth know how to focus on WeCom and mini program to develop the adaptable strategy fit into corporate level Greater China Digital G2M strategy
- Solid operation or project experience in WeCom & WeChat mini program development and management to enhance external customer and internal stakeholders' engagement
- Synergize with other WeChat elements bonded with WeChat MarTech solution platform to support leads scoring/nurture and follow up with personalized content or marketing approach
- Manage WeCom & WeChat mini program customer engagement performance by creating performance (KPI) framework, and work with analytics/IT team to leverage data tool to visualize data insight for continued improvement of digital channels
- Exploit and unleash the WeCom & WeChat mini program existing or new capability to enhance customer experience and MQ yield
- Support both global and regional Infineon digital channel strategy (DCS) campaign implementation for enhancement
- 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-
- -3-5 years of relevant WeChat ecosystem management working experience with solid understanding on WeChat ecosystem
- Profound knowledge of B2B and B2C digital platforms trends and insights
- -Strong track record in WeChat WeCOM and mini program management
- 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

At a glance

Location: **Shanghai, (China)**
Job ID: **HRC0873337**
Entry level: **3-5 years**
Type: **Full time**
Contract: **Permanent**

Apply to this position online by following the URL and entering the Job ID in our job search. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **HRC0873337**
www.infineon.com/jobs



Contact

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- 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, or international 4A agency 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.

