



## Senior Manager Corporate Campaign & Event Management

### Job description

To increase the reach and impact of Infineon's profile and visibility through the delivery of high-value and influential campaigns & customer communications in Greater China. Thereby significantly contributing to the business growth.

**In your new role you will:**

1. Lead the team to formulate corporate campaign & event management strategies for Infineon Greater China that are customized to fit business objectives and illustrated through cohesive, compelling plans with budget control.
2. Plan and drive corporate events, tradeshows, conferences like OktoberTech, Electronica, Elexcon, WBG Conference, etc. ensuring key messages are conveyed and consistent communication between customers, partners, and stakeholders;
3. Plan and drive cross-division campaigns, like IoT, energy efficiency, and new mobility. Plan and promote leading technologies of Infineon, and enable business innovation through regional eco-system events across the industry value chain.
4. Fully utilize digital and virtual platforms to manage various campaigns by working with different divisions, relevant functional depts, and the teams within the Communication department.
5. Manage the campaign & event management budget and cost tracking to ensure program milestones are achieved on time and within budget.
6. Lead and support other communication initiatives in Greater China.

### Profile

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

1. Bachelor's Degree or above, in Marketing, Communications, journalism, or other relevant areas; with a semiconductor background is a plus.
2. 10+ years of relevant experience in marketing and communications role with a multinational company or PR/event agency would be preferred
3. Strong team and project management experience with great communications skills, team spirit, and a can-do spirit
4. Proficiency in both spoken and written English and good command of MS office software application

### 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

### At a glance

Location:

Job ID: **349653**

Start date: **as soon as possible**

Entry level: **5+ years**

Type: **Full time**

Contract: **Permanent**

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Job ID: **349653**

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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.

