

Position Title: International Channel Growth Operations Expert

Location: Shanghai/Hangzhou/Beijing, China

Reports to: International User Growth Manager

Key Responsibilities

- **Achieve Channel Performance Goals:**
 - Drive performance growth within affiliate channels by effectively developing new partnerships and implementing strategic channel strategies.
 - **Develop Affiliate Partnerships:**
 - Identify and establish new international affiliate partnerships, particularly focusing on companies and service providers in the cloud computing and AI sectors.
 - Manage existing affiliate partners to ensure ongoing collaboration and optimize partnership terms for mutual benefit.
 - **Formulate Channel Strategies:**
 - Develop and implement comprehensive growth strategies for international affiliate channels to efficiently acquire and retain users across different markets.
 - Analyze competitive landscapes, technology trends, and customer needs to tailor promotion plans for each region.
 - **Support Partners:**
 - Provide training and technical support to help affiliates better understand and utilize our cloud computing and AI products.
 - Coordinate cross-departmental resources to ensure smooth execution of all affiliate activities, including product localization, content creation, and technical support.
 - **Performance Evaluation and Reporting:**
 - Regularly review the performance of affiliate channels, monitoring key metrics such as new user acquisition and sales growth.
 - Offer data-driven insights and recommendations to ensure strategic goals are met and to drive channel growth.
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Qualifications

- **Education:**
 - Bachelor's degree or higher, preferably in Business Administration, Marketing, Information Technology, or related fields.
- **Experience:**
 - Minimum of 3 years of experience in international channel management or related areas, with a proven track record of leading multinational projects.
 - Experience in similar roles at fast-growing tech companies, familiar with SaaS, PaaS, IaaS platforms, and AI-driven products and services.
- **Language Skills:**
 - Native or fluent English; proficiency in additional major languages (e.g., Spanish, French) is a plus.

- **Technical Skills:**
 - In-depth knowledge of cloud platforms (e.g., AWS, Azure, Google Cloud) and AI technologies.
 - Proficiency in data analysis tools and techniques, such as SQL, Python, and Google Analytics, with the ability to conduct deep data mining and analysis.
 - **Soft Skills:**
 - Excellent communication and negotiation skills, capable of quickly building trust and closing deals in complex environments.
 - Strong problem-solving and creative thinking abilities, adaptable to rapidly changing industries.
 - Superior interpersonal and team leadership skills, able to motivate team members to achieve common goals.
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Preferred Qualities

- **Cultural Sensitivity and Multicultural Perspective:** Deep understanding of diverse cultures and effective adaptation to multi-country work environments.
 - **Entrepreneurial Mindset:** Willingness to embrace challenges and flexibility in the fast-paced world of cloud computing and AI.
 - **Proven Success Cases:** Demonstrable success stories, especially in achieving significant growth in emerging markets.
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What We Offer

- **Competitive Compensation:** A generous salary package based on your experience and skill set.
- **Stock Options:** Opportunity to share in the company's growth and success.
- **Career Development Path:** Clear advancement opportunities, particularly in the field of international channel management.
- **Health Insurance:** Comprehensive medical insurance plans.
- **Paid Time Off:** Ample vacation and sick leave days to ensure a healthy work-life balance.
- **Learning and Development:** Regular training sessions and workshops on cloud computing and AI to foster continuous learning and personal growth.

Position Title: International User Growth Specialist

Location: Shanghai/Hangzhou/Beijing, China

Reports to: User Growth Manager

Key Responsibilities

- **User Acquisition:**
 - Design and implement effective user acquisition strategies for our cloud and AI products, including online advertising, social media promotion, content marketing, and more.
 - Analyze user behavior and technical trends in target markets to tailor cloud

and AI solution promotions across different channels.

- **User Activation and Retention:**
 - Continuously optimize the registration process and first-use experience for our cloud platforms and AI applications to boost new user activation rates.
 - Develop and execute user retention plans using push notifications, email marketing, and other methods to maintain user engagement and ensure sustained product usage.
- **Data Analysis and Reporting:**
 - Conduct in-depth data analysis using tools like Google Analytics, Mixpanel, etc., to monitor key metrics such as DAU/MAU, LTV, ARPU, and other user activity and retention indicators.
 - Regularly generate detailed user growth reports and provide data-driven recommendations to ensure business goals are met.
- **Cross-Departmental Collaboration:**
 - Collaborate closely with product, design, development, and other teams to ensure seamless coordination of all user growth activities.
 - Participate in user feedback collection and problem-solving processes to assist in improving product features and service quality.
- **Community Building and Maintenance:**
 - Manage and expand user communities for our cloud and AI products, fostering interaction among users to enhance brand loyalty.
 - Organize both online and offline events to strengthen user engagement and brand influence, particularly within developer communities and tech forums.

Qualifications

- **Education:**
 - Bachelor's degree or higher, preferably in Computer Science, Information Technology, Data Science, or related fields.
- **Experience:**
 - Minimum of 3 years of experience in user growth operations related to cloud computing or AI products, with a proven track record of successful user growth projects.
 - Experience in similar roles at fast-growing tech companies, familiar with SaaS, PaaS, IaaS platforms, and AI-driven products and services.
- **Language Skills:**
 - Native or fluent English; proficiency in additional major languages (e.g., Spanish, French) is a plus.
- **Technical Skills:**
 - Knowledge of cloud platforms (e.g., AWS, Azure, Google Cloud), container orchestration tools (e.g., Kubernetes), and microservices architecture.
 - Deep understanding of AI technologies, including machine learning frameworks (e.g., TensorFlow, PyTorch), natural language processing (NLP), computer vision, etc.
 - Proficiency in data analysis tools and techniques, such as SQL, Python, Google

Analytics, with the ability to conduct deep data mining and analysis.

- **Soft Skills:**
 - Strong analytical and logical thinking skills, capable of making accurate judgments in complex technical environments.
 - Excellent communication and teamwork abilities, able to motivate team members to achieve common goals.
 - A strong curiosity and desire to learn, willing to embrace challenges and adapt to the rapidly changing world of cloud computing and AI.
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Preferred Qualities

- **Cultural Sensitivity and Multicultural Perspective:** Deep understanding of diverse cultures and the ability to effectively adapt to multi-country work environments.
 - **Proven Success Cases:** Demonstrable success stories, especially in achieving significant user growth in cloud and AI products.
 - **Entrepreneurial Mindset:** Willingness to accept challenges and adapt flexibly to the fast-paced cloud computing and AI industries.
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What We Offer

- **Competitive Compensation:** A generous salary package based on your experience and skill set.
- **Stock Options:** Opportunity to share in the company's growth and success.
- **Career Development Path:** Clear advancement opportunities, particularly in the fields of cloud computing and AI.
- **Health Insurance:** Comprehensive medical and dental insurance plans.
- **Paid Time Off:** Ample vacation and sick leave days to ensure a healthy work-life balance.
- **Learning and Development:** Regular training sessions and workshops on cloud computing and AI to foster continuous learning and personal growth.

If you are interested in above openings, please send your updated CV to : xianshu.lj@alibaba-inc.com