

E-Commerce Manager- O2O

Job ID
REQ-10071274

3月 22, 2026

China

摘要

负责地方一级的关键账户管理, 通常管理一个小团队或管理特定帐户/关系。管理与关键账户的业务关系和活动, 以培养和扩展关系并获取销售目标。发展和维持与客户内主要利益相关者的关系, 深入了解客户对患者的挑战, 并确定增强患者护理的解决方案。

About the Role

Major Accountabilities

- 负责推动指定客户的销售、推广和发展, 实现商业目标
- 制定客户发展战略, 为分配的客户制定专门的 KAM 行动计划, 调整客户目标并执行。
- 领导战略和个人战术计划的制定, 并在分析、未来潜力和账户所需的关键计划方面提供战略投入
- 准备和谈判合同, 并指导公司针对特定客户启动的举措
- 分析市场情况, 包括关键客户和主要竞争对手的竞争情报活动
- 根据商定的业务战术计划, 独立组织客户活动和其他计划, 或与营销/医疗部门合作

- 协助利益干系人进行映射, 包括细分和分析, 并为诺华 CRM 系统提供准确及时的数据。
- 负责推动销售运营计划, 并实现组织自身的商定销售和更广泛的绩效目标。
- 通过培训、辅导或管理关键商业计划, 培养有效的销售团队
- 收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
- 营销样本的分发适用)

Key Performance Indicators

负责本地级的关键客户管理, 通常管理一个小团队或管理特定客户/关系。管理与关键客户的业务关系和活动, 以促进和扩展关系并获取销售目标。与客户中的关键利益相关者发展和维护关系, 深入了解客户对患者面临的挑战, 并找出可增强患者护理的解决方案。

Work Experience

处理质量指标和问题
临床试验设计、数据审查和报告
创新和分析技术

Skills

账户管理
薪酬管理(员工)
计算机编程
化妆品
CRM(客户关系管理)
客户关怀
现场销售
大客户管理
销售
多任务处理技能
办公室行政管理
患者护理
采购
促销营销)
销售
销售运营
战略领导力
支持服务

Language

英语

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter

future together? <https://www.novartis.com/about/strategy/people-and-culture>

Benefits and Rewards: Learn about all the ways we 'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

部门
International

Business Unit
Sales

地点
China

站点
Shanghai (Shanghai)

Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Sales

Job Type
Full time

Employment Type
正式

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c352c541c3c510347956"); var mediaContainer =
```

```

mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth  var config = { targetId:
"kalturaplayer69c352c541c3c510347956", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right ', ' top ', 'bottom ' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside ', ' hidden ', 'over ' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };

```

```

try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } })); }); }) catch (e) { console.error(e.message) }

```



VIDEO

无障碍及便利 设施

诺华 承诺 与残障人士共事并 为 他们 提供合理的便利 设施。如果您由于健康状况或残障 在招聘 过程的任何 环节 需要合理便利 设施 或者 为了履行 职位的基本 职能 请发 送 电 子 邮 件 至 diversityandincl.china@novartis.com 告知您的需求和 联 系 方式, 并在 邮 件中附上您的 职 位申 请编 号。

Job ID
REQ-10071274

E-Commerce Manager- O2O

[Apply to Job](#)



Job ID

REQ-10071274

E-Commerce Manager- O2O

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10071274-e-commerce-manager-o2o-zh-cn>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.china@novartis.com>
4. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10071274>
5. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10071274>