

E-Commerce Manager- O2O

Job ID
REQ-10071274

3月 22, 2026

China

摘要

- Responsible for key account management at a local level, usually managing a small team or managing specific account(s)/relationships.
- Manage the business relationship and activities with key accounts in order to foster and extend the relationship.
- Develop and maintain relationships with key stakeholders within accounts, developing deep understanding of customer challenges with respect to patients and identifying solutions that enhance patient care.

About the Role

工作职责：

处方药O2O线上到线下渠道的销售与运营岗位职责，涵盖销售目标管理、渠道开发、平台运营、市场监控及数据分析等方面，旨在通过多平台协作实现销售增长和市场覆盖。

• **客户维护及目标管理:** 开发并维护优质O2O平台及连锁药店客户, 通过合作协议谈判、产品准入及定期拜访等, 推动合作关系稳定发展。制定并完成销售计划。

• **平台合作与创新:** 负责公司与各O2O平台的对接与合作, 设计联合生意计划, 敏锐洞察创新模式, 结合平台优势制定并执行营销活动方案, 管理产品在线上平台的铺货及推广, 提升产品运营指数, 驱动业务增长及线上患者心智提升。

• **数据分析与策略优化:**

定期分析销售及运营数据, 洞察业务机会, 制定个性化推广方案, 调整营销策略以推动品牌竞争力提升。

• **客户与项目管理:**

组织客户培训, 维护关键合作关系, 全面管理项目执行流程, 确保合作方案顺利推进并达成预期目标

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
Regular

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c31f776880e510513242"); 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 <= 0) var config = { targetId:
"kalturaplayer69c31f776880e510513242", 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: "1_dgfvmafo"}); 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

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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4. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10071274>
5. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10071274>