(高级)电商经理

Job ID
REQ-10090070

十一月 11, 2026

China

Available in: English | Deutsch | Español | Français | Italiano | 日本語 | Nederlands | Русский | Slovenščina | Türk | 中文

摘要

关于此角色：
我们正在寻找一名电商经理，负责推动医药产品在合规前提下的线上业务增长与平台运营。在该岗位中，您将深度参与电商平台合作、销售目标管理及数字化运营优化，提升品牌在医药电商渠道的竞争力。该职位将与内部跨部门团队及外部平台紧密协作，共同实现业务增长目标。

About the Role

主要职责：

· 负责医药B2C电商平台的整体管理与维护，包括业务对接、平台合作及联合生意计划的制定与执行

· 拓展并管理医药电商及互联网医疗平台资源，推动平台招商、准入及合作协议的谈判与落地

· 制定并完成B2C电商平台的销售及业务增长目标，确保业绩达成

· 负责平台日常运营管理，包括商品上架、页面内容优化及合规性管理

· 基于平台数据进行分析与复盘，识别业务机会并持续优化运营及推广策略

· 策划并执行平台营销活动，提升产品曝光度、转化率及整体销量

· 协调内部供应链及相关团队，进行线上库存监控与补货管理

· 维护与电商平台关键合作方的长期合作关系，推动项目高效执行

对多元化和包容性 / 平等就业机会的承诺：

诺华致力于为我们所服务的患者和社区建立一个优秀、包容的工作环境和多元化的团队。

基本要求：

· 本科及以上学历，市场营销、电子商务、医药或相关专业

· 3年及以上医药电商或B2C电商相关工作经验

· 熟悉B2C/B2B/O2O电商模式，对医药电商及互联网医院有实践经验

· 具备良好的数据分析能力，能够以数据驱动决策

· 具备创新意识，能够探索并推动新的电商模式与合作方式

· 具备战略思维，能够从中长期视角进行业务与平台规划

· 具备良好的跨部门协作能力，结果导向强

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
CN09 (FCRS = CN009) Shanghai Novartis Trading Ltd.

Functional Area
Sales

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af61b1059991552121486", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: kPlayer.ui.components.Remove }] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["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 }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.plugins["googleAnalytics"]) { 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 } }; }

// Ensure the global player registry array always exists, regardless of embed type. window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura datalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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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(高级)电商经理

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