NOVARTIS

(高级）电商经理

Job ID
REQ-10076261
Jun 22, 2026
Китай
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Сводка

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)

Дивизион
International
Business Unit
Sales
Место
Китай
Сайт
Shanghai (Shanghai)
Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular
Shift Work

No

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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