

## (高级) 电商经理

Job ID  
REQ-10076261  
апр 20, 2026  
Китай

### 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](mailto: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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