

(高级电商经理)

Job ID
REQ-10076261

4月 20, 2026

China

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
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Sales

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var config = { targetId: "kalturaplayer69fb3ec8d9408083089275", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.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 (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.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 } }; }
```

```
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"}); } 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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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-10076261>
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