

## ROLE DESCRIPTION:

### PUBLIC AFFAIRS MANAGER

#### WHAT YOU DO

You hold the regional public affairs agenda together by monitoring, prioritizing, initiating and executing appropriate public affairs strategies aligned with regional business goals and global PA approach.

You ensure strategies and positions are internally aligned, both regionally and globally, and appropriate to external stakeholder landscape and dynamics.

You contribute to effective way of working in collaboration with other regional PA-managers and global PA-function.

#### WHO YOU ARE

A self-motivated person with a curious mindset. You easily interact with various stakeholders and understand the importance of building trust and relationships.

You are strategic and business minded with strong analytical and diplomatic skills. You have a structured approach with effective ways of communicating and influencing others.

You are a true team player and enjoy working in a fast-paced environment. You are agile and manage uncertainty. You keep focus and take appropriate actions to reach the desired outcome.

#### HOW YOU DO IT

By acting in line with our values, having the right mindset and being a role model contribute to H&M's business success.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

#### WHAT YOU DO

## Your responsibilities

Add/remove/change main areas of responsibilities and explain major tasks in a couple of bullet points

<b>Monitoring</b> Follow the regional political agenda	<ul style="list-style-type: none"><li>● Follow and stay up to date with external policy agendas in your region</li><li>● Follow and stay up to date on internal goals and ambitions in your region</li><li>● Coordinate analysis and possible impact in upcoming policies and legislations together with relevant functions and other internal experts both regionally and globally</li><li>● Ongoing assessment of risks, opportunities and prioritization</li><li>● Responsible for updating the Tracker with new legislative discussions</li></ul>
<b>Internal Collaboration</b> Effective engagement in partnership with internal stakeholders for aligned strategies and positions.	<ul style="list-style-type: none"><li>● Identify relevant internal stakeholders and keep them up to date on key developments</li><li>● Ensure cross functional collaboration for holistic and aligned strategies.</li><li>● Where relevant be a stakeholder in internal strategies to ensure public affairs perspective is considered and aligned goals.</li></ul>
<b>Strategy</b> Set and execute regional public affairs strategies through proactive and/or reactive engagement	<ul style="list-style-type: none"><li>● Assess and plan influencing opportunities</li><li>● Identify goal and desired outcome that support company goals</li><li>● Develop company responses and positions</li><li>● External stakeholder mapping and engagement</li><li>● Be a spokesperson for H&amp;M Group</li><li>● Identify and monitor concrete KPIs to measure the impact of your actions</li><li>● Responsible updating the Tracker with strategies and outcome</li></ul>
<b>Internal Support</b> Contribute to Public Affairs tools and ways of working, including internal knowledge sharing	<ul style="list-style-type: none"><li>● Ensure alignment of regional PA strategies with global strategies/positions</li><li>● Contribute to development of tools, materials, processes and collaboration among functions for effective and aligned PA work throughout H&amp;M Group organization</li><li>● Contribute to knowledge sharing activities and collaborative work</li></ul>

# WHO YOU ARE

## Your knowledge and personal characteristics

Knowledge consists of education, skills, experience

<b>Education &amp; background</b> <i>list relevant formal education, eg. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i>	<ul style="list-style-type: none"><li>● University Degree in Political Science, Law, Business Administration, Communications or equivalent.</li></ul>
<b>Skills</b> <i>list the most important skills needed to perform the job. Skill is defined as ability to use knowledge in execution and performance. Skills can, but don't have to be related to formal education, eg. accounting skills, digital marketing, stakeholder management, communication skills...etc.</i>	<ul style="list-style-type: none"><li>● Strategic</li><li>● Analytical</li><li>● Diplomatic</li><li>● Stakeholder management</li><li>● Leadership</li><li>● Project management</li><li>● Communication</li></ul>
<b>Experience</b> <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i>	<ul style="list-style-type: none"><li>● 8-10 years of experience with Public Affairs, Corporate Communications or Stakeholder Engagement.</li><li>● A background in Politics, Law, Communications, Business or any related field is desired.</li><li>● Previous experience in working for a think tank, NGO's or highly regulated industry is beneficial</li><li>● A good understanding of role specific topic(s)</li><li>● Public speaking</li><li>● Experience from large and complex cross-functional projects with international dimension</li></ul>

## Personal characteristics

*List the 3-7 most important personal characteristics that describe how you behave at work*

*(choose from the list and/or add other ones)*

### Drives and emotions:

Agile / self-motivated/ curious / pragmatic / goal oriented

### People and relationships:

Diplomatic / communicative / influencing / social / supportive

### Processes and projects:

Analytical / structured / collaborative / business minded / inclusive

# HOW YOU DO IT

## Your behaviours: living the values, growth mindset

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it. This part applies to all roles at H&M and should not be edited.

<b>Our Values</b> The spirit that defines our culture and reflects the heart and soul of H&M	<b>Values in action</b> Our values described as behaviours – shared by all H&M colleagues regardless of role		
<ul style="list-style-type: none"><li>• We are one team</li><li>• We believe in people</li><li>• We are entrepreneurs</li><li>• We make constant improvement</li><li>• We are cost-conscious</li><li>• We are straightforward and open-minded</li><li>• We keep it simple</li></ul>	<b>TEAM PLAYER</b> <ul style="list-style-type: none"><li>• Being open minded</li><li>• Communicating clearly</li><li>• Enjoying teamwork</li><li>• Being flexible</li></ul>	<b>RESULT DRIVEN</b> <ul style="list-style-type: none"><li>• Working towards goals</li><li>• Trying new things</li><li>• Improving efficiency</li><li>• Developing yourself</li></ul>	<b>BUSINESS MINDED</b> <ul style="list-style-type: none"><li>• Focusing on customer value</li><li>• Taking responsible decisions</li><li>• Seeking opportunities</li><li>• Seeing the bigger picture</li></ul>
<b>Growth mindset</b> (also called the agile mindset)	<ul style="list-style-type: none"><li>• Positive attitude to change / embrace challenges / persevere in the face of failure</li><li>• Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it</li><li>• Find inspiration in success of others</li></ul>		