

ROLE DESCRIPTION:
**CONTENT PRODUCTION
 MANAGER (DIGITAL)**

WHAT YOU DO

WHO YOU ARE

HOW YOU DO IT

You contribute to added customer value, a strong brand, and increased sales by securing the creation and distribution of owned channel and website content and managing the execution of email, push and SMS workflows.

You are responsible for completion of local briefs and securing all content planning, copy, and asset requirements needed for local and global campaigns in tight partnership with the RPH, Media, and Digital teams.

You have strong commercial focus and are insight and data driven, with proven ability to drive results and work towards goals.

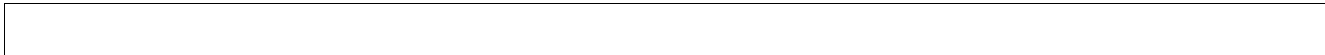
A structured Marketer with good knowledge of media content and formats, especially but not limited to the digital area, and ability to coordinate multiple teams. You have worked on client side or media/creative agencies with production of marketing content.

By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&M's business success.

You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration

You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities

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

Content Planning	<ul style="list-style-type: none">• Anticipate asset production needs and collaborate closely with Media Leads and E-Commerce Leads through the planning and briefing process to create relevant content for each media/channel/touchpoint, fully understanding daily communication plans• Secure that activity briefs for all local campaigns contain the required campaign objective, copy focuses, images, assortment selections, and desired templates for digital channels e.g. email, push, hm.com, digital screens etc. Double-check outcomes for hm.com to ensure alignment with original brief intent before handing over to E-Commerce Leads to secure offer creation and manage publication• Participate in the copy review process, supporting Owned Media Leads to ensure copy aligns with campaign objective and is relevant for target audience• Manage the email and push deployment process from end-to-end, inclusive of scheduling, audience segmentation, content building, approval process & agency coordination. Proactively resolve roadblocks and escalate higher-level conflicts to keep email and push workflow on schedule and secure accurate, punctual deployments according to plan
Collaboration	<ul style="list-style-type: none">• Coordinate with global Media and Digital teams to ensure adherence to global channel strategy, brand identity, tone of voice, formats, and templates• Serve as the key point of contact for Media, E-Commerce, and RPH teams on all local and globally driven digital content creation across owned channels and site

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education <i>list relevant formal education, e.g. 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">• Bachelor's degree in Marketing, Media, E-Commerce, or equivalent
Skills <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, e.g. accounting skills, digital marketing, stakeholder management, communication skills.</i>	<ul style="list-style-type: none">• Expert in formats and assets required for owned media (website, email, push & SMS)• Strong visual and creative eye for content and asset composition according to tone of voice, brand guidelines, and templates• Competence within digital/tech and omni ways of working• Self-driven with a strong entrepreneurial spirit• Familiarity with relevant production management software and common communications tools, like AEM, Adobe Campaign, Hybris, and NPC• Robust organizational skills, with the ability to problem solve, manage multiple projects simultaneously, and prioritize tasks effectively• Insights-driven and analytical• Strong verbal and written communication skills• Proficient in Microsoft Office, especially Excel• Inclusive, positive, open to feedback, willing to multitask and learn on the job
Experience <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">• 7+ years of experience in Marketing Operations, Media or E-Commerce• Experience with production and content planning for multiple channels in a fast-paced, flexible environment• Experience with cross-functional coordination across numerous stakeholders, teams, geographies

HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership (if applicable)

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.

<p style="text-align: center;">Our Values</p> <p>All colleagues within H&M Group share the same values.</p> <p>They express how we create meaningful growth together - with our customers at heart and the mindset Everyone is a leader.</p>	<p style="text-align: center;">Values in action</p> <p>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&M Group to perform a task successfully regardless of role. See below.</p>
<ul style="list-style-type: none"> • We are one team. • We believe in people • We are entrepreneurs. • We make constant improvement. • We are cost conscious. • We are straight forward and open minded. • We keep it simple. 	<ul style="list-style-type: none"> • Collaboration (e.g., the ability to be collaborative, inclusive, engaging) • Empowerment (e.g., the ability to be empowering, trusting, listening) • Innovation (e.g., the ability to be innovative, risk-tolerant, flexible) • Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn) • Resourcefulness (e.g., the ability to be resourceful, responsible, proactive) • Honesty (e.g., the ability to be open-minded, sincere, self-aware) • Clarity (e.g., the ability to be clear, efficient, effective) <p><i>[Turn to the overview of Values in action here for more detailed examples of how the key behaviors/competences can be expressed]</i></p>