

ROLE DESCRIPTION: INFLUENCER SPECIALIST

WHAT YOU DO

You strengthen and build the local community with a focus on the most fashion forward and on brand influencers/ambassadors.

You contribute to added customer value, a strong brand and increased fashion perception by being responsible of influencer strategies & tactics and to maintain a balance between product focused and brand story telling.

You work towards aligned and cross-functional goals, driving brand and preference with an omni sales and customer first perspective in all parts of your work.

You set strategies and plans, implementing, executing and following up on your influencer activities and engagement including paid and organic partnerships.

WHO YOU ARE

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

You have a proven track record of creating results within the area of influencer strategies & tactics. Both in terms of brand building and as an effective media channel. With your experience within the industry and insight driven mind set you find innovative ways to engage our customers and stakeholders.

You are branding and business driven, customer focused, commercial, communicative and an excellent relationship builder.

You have strong collaborative skills and looks actively for opportunities to contribute with your expertise.

HOW YOU DO IT

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.

<p>You work closely with the Fashion PR Lead, showroom team and paid media team to build a network of ambassadors for H&M to maximize synergies between earned and paid relationships.</p> <p>You keep track on trends and insights connected to your specialized field to stay in forefront.</p>	<p>You have a creator first lens and know what engage and inspire the world of influencers.</p> <p>You have a big passion for fashion.</p>	
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WHAT YOU DO

Your responsibilities

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

<p>Influencer strategies & tactics</p>	<p>INFLUENCER STRATEGY & TACTICS</p> <ul style="list-style-type: none"> ● Build a Sales Market strategy for influencers based on the Global Influencer Strategy, together with the Head of PR & Communications based on insights regarding brand, customer, media & competitive landscape ● Drive the influencer strategy and tactics for your sales market; implement, execute, follow up and analyze both paid and earned influencer activities, based on the global and local communications and marketing plans. ● Operationally responsible of influencer tasks such as visiting stores, picking garments for influencers, sending packages etc. ● Manage research and influencer mapping. Supports the Customer Activation Team with relevant influencer data and recommendations, both for paid and earned initiatives. ● Provide input to the global team in terms of Affiliate collaborations <p>AGENCY COLLABORATION</p> <ul style="list-style-type: none"> ● Manage contact with collaborating agencies in connection to influencer activations
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	<ul style="list-style-type: none"> You take part in negotiating contracts with influencers/agencies and work with internal and external legal teams
<p>Networking & relationship building</p> <p><i>Builds a network of H&M ambassadors through maintaining and building strong local relationships with media, influencers, celebrities & opinion leaders</i></p>	<ul style="list-style-type: none"> You act as a brand ambassador for H&M and enjoy relationship building You hold a broad network with influencers and creators Identify, maintain and develop a network on a Sales Market level with the appropriate influencers, celebrities and other opinion leaders. Work proactively to get earned product placements and present latest collections and news. Carry out influencer appointments connected to the planned influencer activations together with the Fashion PR & Showroom Team
<p>Follow up</p>	<ul style="list-style-type: none"> Monitors and analyses the results of influencer activities in order to calculate ROI insights and measure impact of local strategy, both through internal data but also with influencer data gathered by collaborating agencies and relevant systems. Secure effective investments in influencer spend together with the paid media lead Share your Sales market result to Global Brand PR & Influencer team
<p>Collaboration/Stakeholder management</p>	<ul style="list-style-type: none"> You ensure a close collaboration with the Fashion PR & Showroom team to maximize synergies between paid and earned relationships With support from media team, you advice and collaborate with local media agencies to secure quality and on brand execution in all we do You find opportunities to keep up to date, to contribute, and to strengthen cross functional collaboration within rest of Customer Activation team

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

<p>Education <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></p>	<ul style="list-style-type: none">● A formal education within Business, Communication &/or Marketing is meriting - if not, at least 5 years of working experience in relevant roles.
<p>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, eg. accounting skills, digital marketing, stakeholder management, communication skills.</i></p>	<ul style="list-style-type: none">● You are comfortable with combining operational and strategic work.● You have a strategic and analytical mindset with strong planning and prioritizing skills● You understand synergies between owned, paid & earned media● You have digital media knowledge and understanding of media effectiveness● You have excellent communication skills, including fluent written and spoken English● You are an excellent relationship builder● Fluent in Microsoft Office – Word, Powerpoint and Excel
<p>Experience <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i></p>	<ul style="list-style-type: none">● You have a proven track record of creating long term and short term results through the use of influencers and within the field of PR, Marketing and/or Media● You have a fashion background/deep interest and knowledge of fashion● You have experience in sourcing, mapping, and contracting influencers and collaborating with agencies● You know how to build a case proving the impact your contribution to the brand and business● You have experience in working with follow up through Google Analytics and influencer tools/systems that in combination with the right analysis can showcase results within influencer marketing.

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

APPENDIX	
Additional tasks key for role	<ul style="list-style-type: none">• Always wear H&M garments in the showroom and on events• Review and process invoices associated to projects• Attend relevant events, both internal and external, for networking and business purposes