

ROLE DESCRIPTION

PAID MEDIA SPECIALIST

WHAT YOU DO

You drive effective local media by setting goals, defining audiences, and choosing the right channels.

You ensure strong campaign execution and continuous optimization, working with partners and agencies to deliver aligned, impactful media activation in defined budgets.

WHO YOU ARE

You are analytical, structured, and confident working with paid media channels.

You communicate clearly, collaborate well across teams, and bring experience managing digital campaigns that deliver results.

HOW YOU DO IT

By acting in line with our Values, having a growth mindset and acting as role model, you contribute to H&M's business success through people engagement.

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

Campaign Execution & Daily Operations

- Set clear goals, define target audiences, and select the most suitable platforms and channels for your markets
- Own the day-to-day execution of local paid media channels (Eg. Instagram, Facebook, Pintrest, Snapchat, Whatsapp)
- Set-up Whatsapp marketing for RIN & develop robust channel activation plan.
- Execute campaigns in assigned local channels in line with the media plan and budget allocation
- Manage campaign setup, targeting, trafficking, pacing, and optimization in collaboration with media agencies where relevant.
- Understand key KPI's and optimizations methods that can help achieve the KPI's.

Performance Monitoring & Reporting

- Monitor channel performance and proactively suggest optimizations to the Paid Media Lead based on results and local insights.
- Ensure campaigns are activated in line with global KPI frameworks, best practices, and reporting standards
- Provide structured performance updates and input to weekly, monthly, and quarterly reviews

Cross-Functional & Agency Collaboration

- Collaborate closely with key media contributors e.g. Marketing manager, Strategy & Media Manager, Full Funnel Media lead, Agency Partners.

WHO YOU ARE

Your knowledge: education, skills, experience

Education	<ul style="list-style-type: none">• Degree in Marketing, Comms., Business or related field
Skills	<ul style="list-style-type: none">• Strong knowledge of paid media channels, particularly social media platforms.• Strong analytical, structured and strategic thinking abilities• Excellent communication skills and high proficiency in English (local language skills advantageous)
Experience	<ul style="list-style-type: none">• 5-7 years' experience in digital & retail marketing, with strong focus on social channels, OTT lead marketing, OOH & DOOH, affiliate marketing, offline media channel marketing.• Experience managing campaigns in social, search, or local paid media platforms

HOW YOU DO IT

Your behaviours: living the values, having growth mindset.

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

Our Values


Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.

- 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

Values in action

Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.

- 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, feedback culture)
- Clarity (e.g., the ability to be clear, efficient, effective)

More detailed examples of how the key behaviors/competences can be expressed can be found in the document  [Values in Action Overview.pptx](#), please click on link to access.

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role