ROLE DESCRIPTION:
MEDIA ANALYST

WHAT YOU DO

As a Media Analyst, you will be responsible for analysing consumer and media data and drive the media agenda in the region, ensuring an effective utilization of media channels to enhance customer relationships, improve customer experiences, and drive business growth.

Your role involves overseeing data management, implementing media strategies based on Global guidelines and collaborating with cross-functional teams to leverage media data and analytics to form the media strategy and agenda across all media channels. You will play a key role in optimizing media investments through all relationship phases.

WHO YOU ARE

You are an analytical and strategic profile, who possesses the skills to take data into action.

The role requires strong analytical skills to interpret complex data, including key performance indicators. Proficiency in relevant tools such as MMM is essential for making data-driven decisions and optimizing media campaigns.

You are a strategic thinker who is able to develop comprehensive media plans that are aligned with business goals, considering factors like target audience, competitive landscape, budget allocation and market conditions to achieve measurable results.

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.

WHAT YOU DO

Your responsibilities

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

Data & Analysis	• Gather data from various media channels, including traditional and digital platforms. • Utilize analytics tools to track and measure media performance. • Analyze data to identify trends, patterns, and key insights. • Track media coverage related to the organization or industry. • Evaluate competitors' media strategies and presence. • Analyze market trends and consumer behavior relevant to media consumption. • Use data to identify trends, make data-driven decisions and continuously optimize media campaigns and investments, using tools like Google Analytics, advertising platforms and other data analysis software. • Stay updated on industry trends and tech, and apply this deep understanding of various advertising platforms, constantly adapting to changes in the advertising landscape. • Monitor and analyze social media metrics, engagement, and sentiment. • Assess the impact of social media campaigns on brand perception.
Media Planning & Optimization	• Collaborate with planning and strategy teams to develop effective media plans. • Provide recommendations for optimizing media campaigns based on data analysis. • Based on global media strategy, secure that investments are optimized towards NCA and retention goals across media channel and country • Perform quality controls and audits to ensure agency teams are optimizing the channels according to platform best practice •
Performance Reporting	• Responsible for driving the regional part of the global yearly performance budget, revenue and traffic forecasts for the region, in close collaboration with the regional media team

	- Provide data driven input on performance of spend as part of the total media budget using tools such as MMM to understand ROI. - Prepare regular reports summarizing media performance. - Communicate findings to relevant stakeholders in a clear and actionable manner. - Drive and follow up on media budget investments and results for the region - Analyse complex media data, including key KPIs to adapt and form plans both short, mid and long term
Budget Management & Quality Control	- Assist in budget allocation for media campaigns. - Optimize investments and spending based on the performance of different media channels using tools such as MMM. - Ensure the accuracy and reliability of data used for analysis. - Implement quality control measures to maintain data integrity.

General Information

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education *list relevant formal education, e.g. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role*	• Marketing, communication or business degree/relevant qualifications
Skills *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.*	• Great leadership and business judgment skills, preferably from an international environment • Extensive knowledge in media channels and media operations • Good understanding of SEO • Understanding of bought media • Broad digital marketing knowledge and a strategic thinker that understand the total view for growing brands and engaging customers • High analytical ability • Structured, organized and efficient • High level of English and strong in local language, both spoken and written
Experience *list relevant previous work related (and private if applicable) experience that could be beneficial for the role*	• Strategic experience of media and its role in customer acquisition & retention • Operative media channels experience and knowledge of ad platforms tools and systems e.g. MMM • At least 3 years of working experience in above areas • Have experience from setting and managing large media budgets • Meriting with competence within digital/tech

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.

Our Values	Values in action
All colleagues within H&M Group share the same values. They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.	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.
• 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	• 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) *[Turn to the overview of Values in action [here](#) for more detailed examples of how the key behaviours/competences can be expressed]*

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