ROLE DESCRIPTION:
E-COM LEAD

WHAT YOU DO

WHO YOU ARE

HOW YOU DO IT

You contribute to digital profitable growth, playing a critical role in optimising the digital shopping experience for our customers in the region.

You are responsible for the day-to-day planning and execution of the product exposure of our owned digital transactional channels (.com & app).

Conducting analysis to understand current trends, search insights, customer behaviour and inventory availability, you ensure an experience that delivers on both commercial performance and brand perception.

You work closely with various functions, including Omni Merchandising and Customer Activation & Marketing, to drive omni sales performance while delivering a seamless, relevant shopping journey.

You have a strong e-commerce background with proven results in driving digital commercial growth and expertise in online visual merchandising.

You are data driven, with strong analytical capabilities and ability to synthesize data into insights and tangible actions.

You are interested in fashion retail and market trends, enabling you to make informed decisions on product placement.

You have a strong salesmanship drive with an understanding of how drive sales through optimized experiences.

You have clear communication and collaboration skills that enable you to work closely and effectively with a cross-functional team.

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

Product exposure planning, analysis, and execution	- Day-to-day planning and execution of product exposure (and associated content) within your department page on .com and app to secure both commercial performance and brand perception. - Secure and drive publishing of content in line with daily commercial customer plan as well as ad hoc adjustments as needed to secure optimal performance. - Execution and optimisation of product ranking based on analysis and understanding of current trends, customer behaviour, and inventory availability as well as commercial packs. - Optimisation of navigational entries based on performance and customer behaviour in line with overall product exposure strategy. - Optimization of internal search including addition of synonyms and creation of relevant search landing pages. - Execution of deals & discount activities, optimization of execution through content publishing and exposure tactics - Extract data using Sequel (SQL) and translate those into actionable insights and hypotheses. - Stay updated on fashion industry trends, customer preferences, and competitive activities to adjust site merchandising activities accordingly. - Utilize new tools and capabilities as part of constantly evolving best practices, and proactively make recommendations for continuous improvement.
Collaboration	- Work closely with Experience Leads to secure overall digital experience that optimized for overall growth and brand perception. - Collaborate with other E-com leads to secure cross-department experience and capitalize on cross-merchandising opportunities to drive average order value and customer lifetime value. - Work together with Experience Lead and Customer Activation & Marketing team to align campaigns and activations to capitalize on recent trends and insights. - Provide insights and feedback to regional Omni Merch team to guide product strategy and to regional CAM team to guide customer strategy.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	• University Degree, preferably in Business, Economics or E-commerce
Skills	• Experienced within eComm with understanding of the total digital ecosystem and its synergies. • In depth knowledge of fashion retail and keen understanding of regional market trends and consumer preferences. • Strong analytical skills, including ability to interpret sales data, search trends, and web analytics to make informed decisions on product exposure. • Commercial salesmanship with drive to achieve results and hit goals. • Proficiency in site merchandising principles, able to create appealing and performing experience online. • Expertise in eCommerce platforms and content management systems to manage product listings and website content effectively. • Effective communication and collaboration skills to work with cross-functional teams. • Strategic mindset with ability to both execute and develop way of working to align with sales and brand goals. • Attention to detail to ensure accurate and seamless shopping experience. • Growth mindset and adaptable, with ability to stay updated on industry trends and technology advancements. • Ability to work independently and be self-motivated while working tightly as a part of a team. • Proactive, curious and innovative approach to problem solving with a constant improvement mindset.
Experience /	• 3 - 5 years experience in eCommerce roles in the fashion retail industry with demonstrated ability to drive commercial business by working with our product and customer experience. • Proven ability to translate data and analysis into concrete actions and hypotheses that lead to commercial results.

	• Ability to work with data enablement platforms and querying languages (SQL); experience utilizing Google Analytics, Tableau & Power BI. • Experience working with eCommerce platforms and tools including familiarity with content management systems.

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 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.	Values in action 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.

General Information