

## ROLE DESCRIPTION: MARKETPLACE MEDIA LEAD

### WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by driving the regional media strategy ( marketplace strategy) and tactics

You work towards aligned and cross-functional goals, driving omni sales performance and customer centricity in all parts of your work

You work towards owning end-to-end marketplace advertising, ensuring strong ROI, discoverability, and revenue growth while collaborating closely with category, brand, and creative teams.

You will bring deep industry understanding of consumer behaviour across marketplaces, translating platform insights into effective, performance-driven media plans

### WHO YOU ARE

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

You have proven experience handling large-scale budgets, backed by exceptional quantitative rigour and analytical depth

You connect with teams through an insight driven approach with high strategic and operational competence in all media channels and touchpoints. You are excellent at effectively managing multiple internal and external stakeholders.

### 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.

A media manager should be adaptable and open to learning and adopting new tools and technologies as they become relevant to the industry.

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

Media Strategy & Tactics	<ul style="list-style-type: none"><li>● You are responsible for proposing regional marketplace media directions based on global media strategy and regional/local customer &amp; media insights</li><li>● Secure omnichannel ( Marketplace) sync and alignment of all customer communication touchpoints within media</li><li>● Set and drive optimal media mix and maximize media efficiency across paid reach, performance &amp; owned media</li><li>● Secure that marketplace media communications plan are set in line with customer goals, target audiences and media channel guidelines</li><li>● You will apply a strategic approach to campaign planning, content and media buys, whilst being consistent with the brand's identity.</li><li>● The ability to analyze market trends, consumer behavior, and competitor activities is important for making informed decisions and adjusting strategies to stay competitive.</li><li>● Responsible for identifying the right place to be in the local market: considering current and desired customer perception which will impact the choice of the right type of partners, media and collaborations.</li></ul>
E-commerce Planning	<ul style="list-style-type: none"><li>● A deep understanding of e-commerce platforms and marketplaces, such as Myntra, Nykaa and other relevant marketplaces or specialized niche platforms, is essential. The Marketplace Media Lead should be familiar with the intricacies of each platform, including their algorithms, advertising options, and best practices for product listings and optimization.</li></ul>
Analysis & Follow Up	<ul style="list-style-type: none"><li>● Given the wealth of data available in online marketplaces, the ability to analyze and make data-driven decisions is crucial. The Marketplace Media Lead should be adept at interpreting performance metrics, such as click-through rates, conversion rates, and return on ad spend (ROAS).</li><li>● Provide data driven analysis on market growth potential to enable trade-offs in the long- vs. short-term media customer activation budget</li></ul>

	<ul style="list-style-type: none"> <li>● Drive and follow up on media budget investments and results for the region, ensuring goals are reached</li> <li>● Secure in-depth analysis and optimization of media mix, spend and activities and adapt local strategies accordingly</li> </ul>
<b>Customer growth &amp; retention</b>	<ul style="list-style-type: none"> <li>● Identify and drive customer growth potential together with regional and sales market customer activation teams, including setting target group priorities</li> <li>● You know your consumers and customers in your region and markets and infuse insight into media investments tactics</li> </ul>
<b>Media trends &amp; innovation</b>	<ul style="list-style-type: none"> <li>● Being tech-savvy is important for understanding and leveraging digital media, analytics tools, and other platforms, enabling you to make data-driven decisions and stay ahead in the rapidly changing media environment.</li> <li>● With your deep understanding of specific media channels and relevant platforms you should constantly seek out new opportunities to innovate and develop your media plans and tactics.</li> </ul>

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

<b>Education</b> <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"><li>● Marketing, communication or business degree/relevant qualifications</li></ul>
<b>Skills</b> <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"><li>● Great leadership and business judgment skills, preferably from an international environment</li><li>● Extensive knowledge of Marketplaces and other relevant performance channels operations and algorithms (SEM, Social, Affiliate, Display)</li><li>● Good understanding of SEO, paid search &amp; keyword optimization</li><li>● Understanding of e-mail and push marketing</li><li>● Broad digital marketing knowledge and a strategic thinker that understand the total view for growing brands and engaging customers</li><li>● High analytical ability</li><li>● Structured, organized and efficient</li><li>● High level of English and strong in local language, both spoken and written</li></ul>
<b>Experience</b> <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"><li>● Strategic experience of digital channels and their role in customer acquisition &amp; retention</li><li>● Operative performance channels experience and knowledge of ad platforms tools and systems</li><li>● At least 5-7 years of working experience in above areas</li><li>● Have experience from steering complex teams</li><li>● Have experience from setting and managing large media budgets</li><li>● Meriting with competence within digital/tech</li></ul>

# 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.

<b>Our Values</b>  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.	<b>Values in action</b>  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.
<ul style="list-style-type: none"><li>● We are one team</li><li>● We believe in people</li><li>● We are entrepreneurs</li><li>● We make constant improvement</li><li>● We are cost conscious</li><li>● We are straight forward and open minded</li><li>● We keep it simple</li></ul>	<ul style="list-style-type: none"><li>● Collaboration (e.g., the ability to be collaborative, inclusive, engaging)</li><li>● Empowerment (e.g., the ability to be empowering, trusting, listening)</li><li>● Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)</li><li>● Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)</li><li>● Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)</li><li>● Honesty (e.g., the ability to be open-minded, sincere, self-aware)</li><li>● Clarity (e.g., the ability to be clear, efficient, effective)</li></ul> <p><i>[Turn to the overview of Values in action <a href="#">here</a> for more detailed examples of how the key behaviours/competences can be expressed]</i></p>

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

