

# ROLE DESCRIPTION

## E-COM LEAD (MARKETPLACES)

### WHAT YOU DO

You contribute to marketplace growth within the digital team, playing a critical role in ensuring strong inputs for driving best-in-class experience for our customers.

You are responsible for the day-to-day planning and commercial calendar execution across marketplace accounts driving strong collaboration across teams.

You analyse trends and derive insights to drive commercial performance and brand perception.

### WHO YOU ARE

You have a strong e-commerce background with proven results in driving digital commercial growth.

You stay curious about fashion retail and digital trends, using customer behaviour insights to influence smarter product exposure and drive commercial results.

You thrive in a fast-paced digital environment where cross-functional teamwork is essential.

### 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

Product exposure analysis and execution

- Monthly and quarterly sales planning across platforms, events, and customer segments as per the QCP and commercial calendar
- Aligning long- term and short -term strategic objectives and projects with partner platforms as per the QCP
- Aligning marketing initiatives with the commercial plan and the platform site plan
- Planning and executing commercial launches
- Analysing data to derive insights on the key metrics
- Staying updated on fashion industry trends, customer preferences, and competitive activities
- Adopting constantly evolving best practices, and proactively making recommendations for continuous improvement

Collaboration

- Collaborating with Customer Activation and Commercial teams to drive sustainable growth and share feedback for customer and product strategy
- Partnering with Logistics, Accounting, Business Tech, Legal and Global teams to drive constant improvement across existing processes

## WHO YOU ARE

Your knowledge: education, skills, experience

Education

- MBA

**Skills**

- Experienced within Ecommerce 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
- 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 execution across platforms
- 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

## 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