

ROLE DESCRIPTION: VISUAL MERCHANDISING & COMMERCIAL SPECIALIST

WHAT YOU DO

You contribute towards regional goals and set priorities that influences an inspiring, commercial, and consistent customer experience connected to the Global visual & commercial strategy.

Execute Global presentation guidelines and follow-up visual & commercial excellence accordingly.

You support and coach Sales markets with clear visual & commercial focuses, guidelines including planning, best practices, learning & development tools.

WHO YOU ARE

You have extensive visual and commercial knowledge. Excellent product presentation, styling, and commercial skills with strong fashion interest.

Strong visual operational routines and best practices experience from both Area and Stores.

You have inspiring and strong leadership skills to drive communication and cross functional collaboration.

Solution-oriented with passion for developing both business and people through teamwork.

HOW YOU DO IT

By acting in line with our values and being a role model, you contribute to your own and H&M Group's business success.

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

WHAT YOU DO

Your responsibilities

Visual & Commercial Goals <i>You contribute towards regional goals and set priorities that influences an inspiring, commercial, and consistent customer experience connected to the global visual & commercial strategy.</i>	<ul style="list-style-type: none">● Set visual and commercial goals and priorities for your concept linked to company CX vision aligned with Business Units and other regional stakeholders in order to provide the Sales Markets with clear direction.● Align new presentation strategies, product presentation & prioritization, commerciality, styling, and in-store communication strategies with Global VM, Business Units, Region, and drive implementation of these with the Sales Markets.● Provide Sales Markets with regular focuses and commercial information in order to drive salesmanship in collaboration with other stakeholders.● Identify visual & commercial opportunities for specific concepts to secure strong execution in store following the Global strategy.● Ensure Sales Markets are provided with methods/upskilling tools, best practice planning and prioritization to secure visual consistency and commercial excellence.
Create and Execute the Best Customer Offer <i>You execute the global presentation guidelines and follow-up visual & commercial excellence accordingly by providing Sales Market with clear visual and commercial focuses, guidelines including planning, best practices based on the potential within the region.</i>	STORE ACTIVATION PLAN AND STORE PLANNING <ul style="list-style-type: none">● Align global store activation plan with the regional commercial plan for windows, printed materials, rehangs and workload in collaboration with Omni Sales Team and the regional VM team. COMMUNICATION AND INFORMATION <ul style="list-style-type: none">● Provide Sales Markets with store activation plans, seasonal focuses, activity packages and commercial priorities for the store channel aligned with Global, Business Units and Region, including Online.● Align goals and expectations for global commercial information with Region and Sales Markets.● Adjust Commercial info only when needed with focus on campaigns, A-areas, Price items, and Big Products to secure commerciality in collaboration with Regional Merchandising team. Focus on similarities rather than differences.● Ensure global EOP and clean out recommendation is considered to enable clear story presentation in collaboration with Regional Merchandising team.

	<ul style="list-style-type: none"> ● Collaborate and follow-up execution level in store together with Sales team to maintain visual and commercial consistency and define opportunities. ● Align and provide Sales Markets with visual best practices and routines to improve visual & commercial presentation and styling for your customer group.
Support, Coach & Develop <i>You provide learning & development and upskilling tools to support Sales Market teams' knowledge to improve visual merchandising and commercial presentation for your customer group.</i>	<ul style="list-style-type: none"> ● Share, inspire and educate Region and Sales Markets on seasonal visual & commercial updates, customer group changes and fashion/trend information through kick-off meetings and store visits. ● Collaborate with Sales Markets to support implementation of global guidelines and commercial priorities for your customer group. ● Understand and educate the teams on the impact of product presentation on commercial KPI's. ● Provide tools to coach and inspire store teams in visual and commercial knowledge, including CX strategies and fashion expertise to improve visual and commercial consistency in the region together with HR teams. ● Proactively seek, give, and receive feedback at various levels within the business. ● Support Global VM & Business Units teams with feedback on Region/Market knowledge, competitor landscape in visual & commercial reviews to elevate our customer experience in collaboration with Regional Merchandising team. ● Attract, drive, and develop future talents through coaching, inspiration, feedback, and follow-up

WHO YOU ARE

Your knowledge and personal characteristics

Knowledge consists of education, skills, experience

Education <i>Relevant formal education, and/or other trainings, professional courses, and certifications relevant for the role.</i>	<ul style="list-style-type: none">● Fashion School Degree or similar experience within the Fashion industry● Participated in internal mandatory core Visual & Commercial and other Business Expert trainings● AVM and/or VMM training
Skills <i>Skills needed to perform the role effectively</i>	<p>PRIORTIZATION, PLANNING & PREPARATION</p> <ul style="list-style-type: none">● Ability to engage and inspire others and taking responsibility for team development● Strong priortization skills and background to manage multiple global strategies and regional initiatives● Solution orientated and flexibility to find the best solution in line with our values● Prioritizing growth and learning for yourself and the team <p>VISUAL MERCHANDISING, COMMERCIALITY & CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none">● Strong knowledge about physical store identity, global visual strategies and regional visual and commercial goals linked to our assortment offer and methods● Extensive fashion interest and expertise● Have excellent product presentation, styling, and commercial knowledge● Ability to set a realistic store activation plan● Ability to set realistic store planning, seasonal focuses, and commercial priorities for the physical stores to support Sales Markets with implementation● Ability to leverage and adapt to recent technologies introduced in the Region and Sales Markets● Strong knowledge of all visual and commercial tools● Strong knowledge about visual routines and best practices● Good knowledge of operational best practices <p>ANALYTICAL</p> <ul style="list-style-type: none">● Know how to manage and act on selling equation, weekly sales reports, and the correlation between commercial KPIs, product presentation and prioritization.

	<ul style="list-style-type: none"> ● Aware of allocation methods per Sales Market within your region for your customer group. (If applicable) <p>COMMUNICATION</p> <ul style="list-style-type: none"> ● Leading with integrity and adhering to the brand's ethical standards ● Effective communication, presentation skills, and active listening ● Ability to adapt communication based on audience and situation ● Good English written and verbal communication.
<p>Experience</p> <p><i>Previous work experience that is beneficial to the role</i></p>	<ul style="list-style-type: none"> ● Leadership experience from various senior VM roles both from Area and Stores with developing both business and people through teamwork (minimum of 2 years) ● Understand how to collaborate cross functionally to achieve results ● Knowledge about visual best practices, routines and how the physical store operates ● Knowledge about our customer offer and allocation method ● Strong knowledge about global visual guidelines and how to adjust Commercial Info only when needed to secure commerciality ● Understand Region and Sales Market organizational set-up (roles & responsibilities) ● Understand competitor landscape ● Ability to collaborate with teams from a distance
<p>Personal Characteristics</p> <p><i>Personal characteristics and behaviours critical to thrive and perform in the role</i></p>	<ul style="list-style-type: none"> ● ACHIEVEMENT ORIENTED - Is ambitious and enjoy setting goals, achieving targets, and motivated by performance and competition ● CREATIVE & CURIOUS - Is curious and looking for innovative ideas, inspiration and is solution orientated ● DECISIVE & ACTION ORIENTED - Thrives in a high-pace environment, get things done and can make quick decisions even if information is missing ● SUPPORTIVE - Supporting and developing others ● FLEXIBLE - Adapts easily to new challenges and circumstances. Is motivated by variety and ever-changing surroundings

HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership

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.

<h3>Our Values</h3> <p>All colleagues within H&M Group share the same values.</p> <p>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</p>	<h3>Values in action</h3> <p>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.</p>
<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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) <p>[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]</p>

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

